

LIFE

GENERAL MACARTHUR'S SON

AUGUST 3, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Sweethearts



Start Your Dream Home

in a **LANE** Hope Chest

Buy NOW and SAVE!

HE HELD
HER WITH
A LANE

Buy in August
\$29.75 while
they last!

Slightly higher in West and Canada
due to freight costs
Lane Chest No. 48-1942—A big, spacious, 48-inch
chest with center panel of A-matched New Guinea
Wood flanked at each end by American Black Wal-
nut. Top, base rail, and balance of chest are American
Walnut, hand-rubbed and polished finish. Equipped
with Lane Patented Automatic Tray. A remarkable
value at this special price.

The Ideal Gift for Sweetheart,
Daughter, Mother, or Sister for
Engagements, Birthdays, Wed-
dings, Graduation, Confirma-
tion, or Anniversary

LANE'S August Sale Special
CHRISTMAS CLUBS NOW FORMING!
BUY ON EASY TERMS



Don't wait, sweethearts. Look ahead! Now is the
thrifty time to start that happy home to come—
in a Lane Cedar Hope Chest. Buy her Christmas
gift during August and save! Practically all Lane
dealers will give you from now to Christmas to
pay for it. This Lane August Special has all Lane's
exclusive moth-protection features. Lane is the
only tested aroma-tight cedar chest... backed by

a free moth insurance policy written by one of
the world's largest insurance companies.

Other Lane models especially priced by many
Lane dealers for this August sale. The Lane Com-
pany, Inc., Dept. L, Altavista, Virginia. In Can-
ada: Knechtels, Ltd., Hanover, Ontario. Also
makers of Virginia Maid Cedar Chests without
Lane's exclusive features.

There is only one genuine Lane Cedar Hope Chest, and it can be had in over 200 styles and woods, from \$15.50 up



No. 44-1964 (above)—18th Century drawer design in
Honduras Mahogany. Top two drawers are simulated.
Hand-rubbed satin finish.

No. 48-1897 (right)—The chaste simplicity and gold-
en balance of its design make this colonial chest in
antique Maple a thing of extraordinary beauty. Has
Lane Patented Automatic Tray.

LANE Cedar
HOPE CHEST

THE GIFT THAT STARTS THE HOME



SAVE YOUR WOOLENS

No. 48-1925—An extra large, roomy storage
chest built of solid Aromatic Red Cedar.



A medical problem your doctor seldom talks about

ONE OF THE MOST perplexing problems your doctor has to face today isn't even mentioned in the medical books. It is *lack of time*.

Already, many thousands of physicians have left their private practice to serve with our armed forces. By the end of the year thousands more will be in uniform.

All this means that the demands on doctors at home will be heavier than they have ever been before. And since your family physician may have to do the work formerly done by two, or even three physicians, he will need all the help and cooperation you can give him during this emergency.

What can you do to help save his time? A number of things. For example, let us suppose that you don't feel well, but aren't so ill that you have to go

to bed. In that case, telephone your doctor and describe your symptoms. He will tell you whether it is better for you to wait at home until he comes, or go to his office.

If you are not able to be up and around, and you have to call the doctor to your home, try to telephone him at a reasonable hour—say, before he starts out in the morning. If you and all his other patients do this, he can plan his day's visits more

efficiently. You'll not only be helping him save time, gas, and tires, but because you called early, he may perhaps get to see you sooner than he otherwise could.

If you should become seriously ill and your doctor should advise you to go to the hospital, do so by all means. There he can arrange for you to receive the extra care that means so much toward getting you back on the job sooner.

The best way health on the home front can be maintained during the war is for you and your doctor to work together as a team.

Copyright, 1948, Parke, Davis & Co.

*To keep working—you must
keep well—SEE YOUR DOCTOR*

PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

Seventy-six years of service to Medicine and Pharmacy

★ BUY WAR SAVINGS STAMPS AND BONDS ★

This One



A3A2-PLZ-AWXN

1



Young America Never Misses!

There's plenty of good American "what it takes" in today's youngsters. Plenty of style, too, thanks to smart, practical Penrod Shirts. More and more mothers the country over, are learning to *Rely on Reliance*-made clothing for every member of their families—for extra wear, extra ease, extra economy. Reliance also serves many of our country's armed forces, with Reliance-made Parachutes, Mechanics' Suits, Jackets, Pants, Shirts and Underwear.

RELIANCE MANUFACTURING COMPANY
212 W. Monroe St., Chicago, Ill.
New York Offices
200 Fifth Ave. 1350 Broadway

MAKERS OF Big Yank Work Shirts and Pants
Happy Home and Kay Whitney Frocks
Ensenada Slack Suits • Universal Pajamas
No-Tare Shorts • Aywon Shirts for Men
Penrod Sport Shirts for Boys



LETTERS TO THE EDITORS WAR

Sirs:

As the wives of two of these "public enemies" (Air Corps officers who are fighting for their country), we feel it our duty to reply to Mrs. Mould, who wrote that shocking letter for the Women's International League for Peace and Freedom which you published under the headline "Peace" in your Letters column (LIFE, July 13). Our husbands have served with Buzz Wagner. We know and admire him as a good officer and a fine gentleman.

Mrs. Mould thinks she has a monopoly on the feeling that war and killing is hell. She, therefore, mistakes Buzz Wagner's grit and guts as evidence of a "foul attitude" and "sinister prowess." She forgets that it takes a brave man to tell you that it's "great stuff"—thus keeping up the morale of those who have yet to see their first action. Suppose Buzz Wagner and all the other "Pretty Boy Floyds," who are doing their duty bravely, told you what must be their inmost feelings about this game of "kill or be killed"—would that help anyone?

We women who have sent our men into the fight with smiles on our faces, and then settled down to bring up our children and keep the home together, are sick of advice and criticism from those slackers who hide behind a fine-sounding title and will never know the meaning of war. We, who have grown up as soldiers' daughters and married soldiers, know what our men are facing, and we are proud of their ability to laugh in the face of death. And if they are "Pretty Boy Floyds," as Mrs. Mould calls them, then we are proud to have borne their sons and will bring them up such "public enemies" as their fathers! for they will make a finer and nobler democracy than the sons of those who sit back and shout epithets at the men who are fighting a glorious fight to retain for them the freedom that permits such name-calling.

MRS. A. P. CLARK JR.
MRS. J. G. ERIKSEN
Fort Sam Houston, Texas

Sirs:

Buzz Wagner is my friend. He has "sinister prowess" but not one "foul attitude" in his whole being. He is a superb field commander, a wonderful pilot, a dreaded enemy to our foes, and a true inspiration to the young boys sent to fight under him.

Mrs. Mould need not worry about our raising more "Pretty Boy Floyds" and other "public enemies" to trouble her post-war world. These men will rule our post-war world. To refer to a lieutenant colonel in the Air Force, U. S. Army as a public enemy is an insult that deserves a public apology from the perpetrator.

FRED T. CRIMMINS JR.
Major, U. S. A. A. F.
Fort Worth, Texas

Sirs:

I am very sorry that Mrs. Mould and a number of her organization cannot take the places of the heroic nurses who were captured on Bataan and Corregidor. They would have a better chance of teaching the Japs not to play so rough or be so cruel.

C. A. BROUSE
Whittier, Calif.

Sirs:

... Mrs. Mould, you should thank God that you were here in the U. S. when you wrote that letter and not in Nazi Germany.

SGT. FRANK SEGALLE JR.
Chanute Field, Ill.

"HAVE YOU HEARD?"

Sirs:

As a Navy wife, I thank you from the bottom of my heart for your story entitled *Have You Heard?* (LIFE, July 13).

My husband is a pharmacist's mate in the Navy. I love him very much, and certainly don't want the enemy to know

(continued on p. 4)

It tastes better with DIXIE BELLE



Betty Lou says:

ONE LITTLE SOILED
POWDER PUFF GAVE HIM THE
WRONG IMPRESSION!



Betty Lou puffs are
EXTRA SOFT—
Yet they cost no more

Keep a fresh supply handy.
Buy them in convenient,
economical Multi-Packages.
At better stores everywhere.

Betty Lou
VELOUR
POWDER PUFFS

An important message to every motorist who has wondered: How Good Will Tires Be When They're MADE WITH SYNTHETIC* RUBBER?

► Eighteen months before Pearl Harbor, hundreds of patriotic corporations and car owners were making road tests with a new kind of tire. It bore the famous Silvertown name. But more than half its rubber was synthetic . . . B. F. Goodrich Ameripol.

Since that time synthetic rubber has leaped to new importance. A large part of our war effort depends upon America's ability to produce good tires from synthetic rubber. The tires we will drive upon after the war may well be synthetic.

Hence the question, "How good will these new tires be?" is a vital one. There are several ways to answer it. Perhaps the best way is to let you read what actually happened when tires made with Ameripol were put to the test of day-after-day driving. Perhaps the best people to tell you are those who owned the cars and did the driving. The letters quoted here are only a few of many received. We hope that others who patriotically cooperated will understand that space limited the number of statements we could print.

★ ★ ★ ★ ★

Aetna Life Insurance Co., Hartford, Conn. . . . "We put these tires on our Dodge car and ran them for approximately 14,000 miles, at which time they were replaced. As far as we could determine, the tires gave service just about equal to genuine rubber tires."—*Rawdon W. Myers, V. P.*

American Airlines, Inc., New York City . . . "They were placed on one of our mail trucks and have received severe use. We believe that they have given service equal to that of a good rubber tire."—*C. R. Smith, Pres.*

Beech-Nut Packing Company . . . "Altogether we would say that they showed up well, and we would be just as satisfied to buy them as tires of natural rubber."—*C. N. Robinson, Director of Purchases*

Brink's, Incorporated, Chicago, Ill. . . . "In using these Ameripol tires we have found that in 18,000 miles of travel the Ameripol tires are equal to the crude rubber tires."—*Charles W. Allen, Treas.*

General Baking Company, New York . . . "The following mileage was obtained on the four tires: 24,333 miles, 24,330 miles, 28,310 miles, 27,035 miles. "These tires are worn smooth, but no fabric is showing and carcasses appear to be in good condition. The earned mileage as above is normal and compares favorably with regular line tires."—*Farrar Tilney, Director Purchasing Dept.*

General Outdoor Advertising Co., Chicago, Ill. . . . "To date, these tires have been driven 16,000 miles; and from my inspection of tread wear, they show very little wear, indicating we may expect an additional 16,000 miles' service."—*B. W. Robbins, Pres.*

Car Owner—Hampton, Iowa . . . "On November 10, 1940, I purchased four Ameripol tires because I was interested in finding out what value they had, and after 27,000 miles of service I was well pleased. They were driven every day over all kinds of roads. They wore as even as any other standard tire and could have been driven at least 10,000 miles further under the present emergency."—*S. O. Anderson*

The Hartford Steam Boiler Inspection and Insurance Company . . . "These tires have been driven 20,569 miles and they look as good as or better than other tires of similar mileage. As far as we can determine, the service has been very satisfactory."—*Dale F. Rees, V. P.*

***NOTE:** This advertisement is not intended to give the impression that tires made with synthetic rubber are on public sale. This is not true. And it is not known when it will be true. This is because military needs must come first.

R. W. Jones, Inc., Dairy Products, Buffalo, N. Y. . . . "I am satisfied that Ameripol tires will do a good job, and believe that comparatively they are 100% as efficient as rubber. We removed these tires this fall after running them 23,000 miles."—*E. N. Jones*

Pepsi-Cola Bottler, Hot Springs, Ark. . . . "I traded the car in, and a doctor friend of mine has since re-traded the car, and we have lost track of it. I had 6,000 miles' service, the doctor had between 4,000 and 5,000, and the tire still looked like new. I would say that the Ameripol tire will give better service than those made of ordinary rubber."—*Charles S. Bunch*

Juneau County (Wisc.) Sheriff's Office . . . "Since I have been connected with the Sheriff's office I have never driven a set of tires 20,000 miles with the exception of this pair of Ameripol tires."—*Preston McEvoy, Under Sheriff*

United States Fidelity and Guaranty Co. . . . "Our experience indicates that the wearing qualities of Ameripol tire are equal to those of first line rubber tires, and in some cases are superior to rubber tires."—*Charles L. Phillips, Exec. V. P.*

FREE 48-PAGE BOOKLET—"Will America have to jack up its 29,000,000 automobiles?"

A factual story explaining the vital importance of conserving America's crude rubber supply and the reasons why the United States must develop additional new synthetic production. You'll find many useful hints for extending the life of your present tires. Write us for your free copy today. The B. F. Goodrich Company, Dept. L-8, Akron, Ohio.



B.F. Goodrich

IN WAR OR PEACE



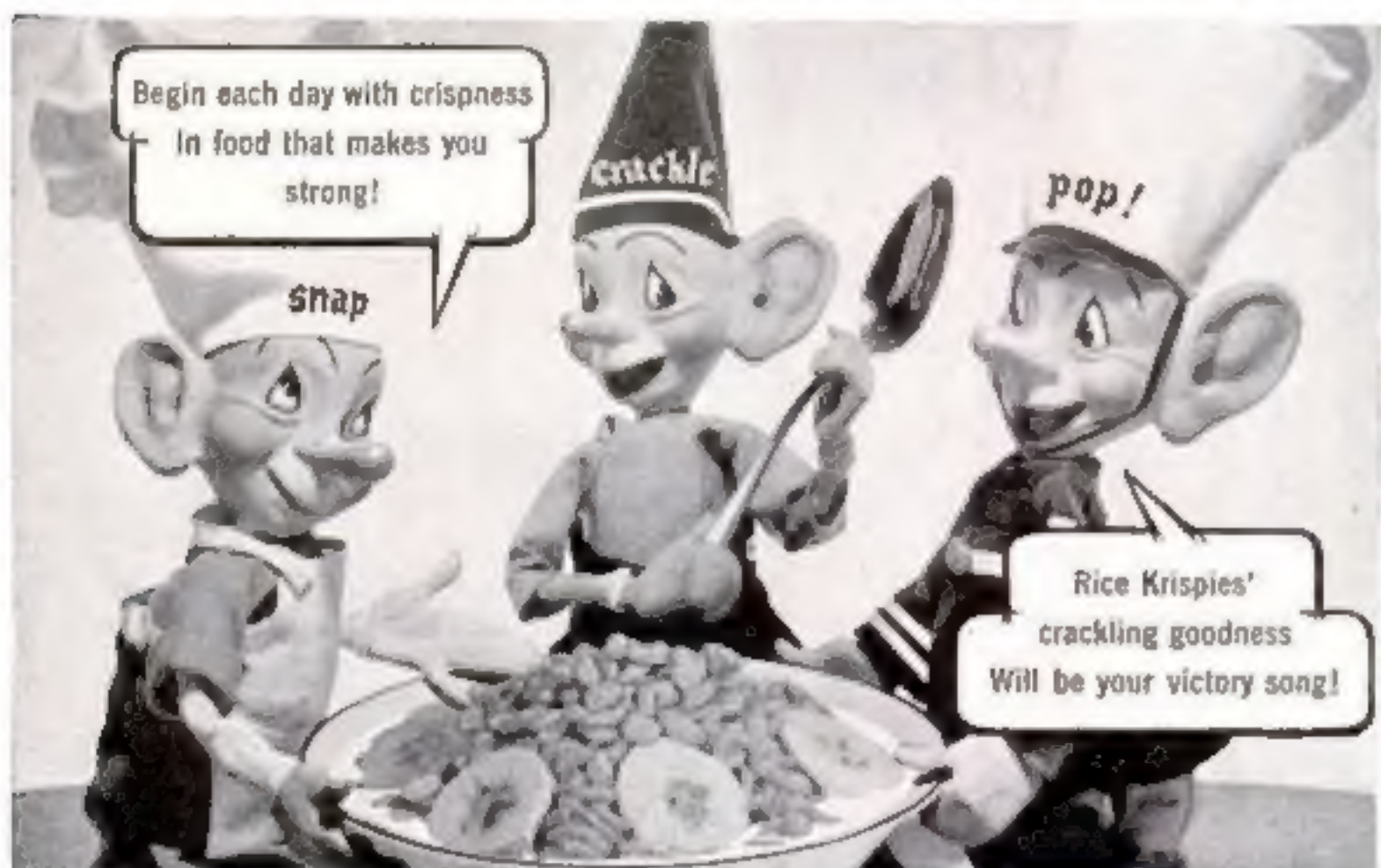
FIRST IN RUBBER

B.F. Goodrich Ameripol Silvertown
THE FIRST TIRE
MADE WITH SYNTHETIC RUBBER
EVER OFFERED TO AMERICAN
CAR OWNERS
Introduced June 5, 1940

WHEN BREAKFAST RINGS THE BELL VACATION'S DOUBLE-SWELL



Take a vacation from humdrum breakfasts. Hear Rice Krispies snap! crackle! pop!



Rice Krispies are restored to whole grain nutritive values, as recommended by U.S. Official Food Rules

● Catch on to the latest big news about delicious Rice Krispies!

In keeping with Uncle Sam's nutrition program, Kellogg's Rice Krispies are restored to whole grain nutritive values of unpolished rice through the addition of thiamin (Vitamin B₁), niacin and iron. Everyone needs Vita-

min B₁ for maintenance of normal appetite and growth, and for normal functioning of the nervous and digestive systems. Iron helps build red blood.

Crispness? It's the same you have always cheered. Just listen to that snap! crackle! pop! Flavor? It's mellow and tantalizing.

Order zesty, crunchy Rice Krispies today!

"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of Kellogg Co. for its oven-popped rice.

Copy, 1942 by Kellogg Company



LETTERS TO THE EDITORS (continued)

when his ship shoves off. I get a regular lecture from him about the necessity of keeping still about any information I might accidentally acquire. This is unnecessary in my case, for I know that if the enemy got hold of the date his ship was leaving port, it might mean I'd never see him again, or some other girl who loves her husband might never see him again.

Please repeat something similar to *Have You Heard?* again and again.

HORTENSE EASON
San Francisco, Calif.

"GRANDMA" CHENNAULT

Sirs:

Here's one on Brigadier General Claire L. Chennault you haven't told yet in your stories about him and the gallant Flying Tigers (*LIFE*, July 20).

On Washington's Birthday in 1923 spectators flocked to Fort Bliss near El Paso, Texas, to witness Army maneuvers. The program was pretty much the same old thing until time came for the



GRANDMA CHENNAULT & PILOT

12th Observation Squadron to perform. "Grandma Morris," who had traveled by "covered wagon, boat, bicycle and Model T Ford," was then introduced as ready for her first plane ride. Grandma was lifted into the cockpit of the two-seated plane and the pilot went around to the propeller to crank up. He gave it a couple of flips. The plane jerked, knocked him to one side, started rolling down the runway, the Grandma all alone inside.

Spectators gasped as the runaway plane rose into the air, narrowly missing trees, hangars, etc. The next 15 minutes saw the plane circling around above the crowd, performing impossible loops, banks, dives. Finally it headed in and made a perfect three-point landing. Assistants ran to lift Granny out of the ship, but the old gal threw a leg over the side and jumped to the ground under her own power. Grandma Morris was none other than Lieutenant (now Brigadier General) Claire L. Chennault.

JOHN W. ZISCHANG
Amarillo Times
Amarillo, Texas

OKLAHOMA POLITICS

Sirs:

The article on Oklahoma primaries (*LIFE*, July 13) is without a doubt the most misleading article I have ever seen published in your magazine.

RUTH I. NICHOLS
Oklahoma City, Okla.

Sirs:

The truth does hurt. Many people around here resented your article on corny Oklahoma politics. I think you did a very good job of summing up the situation in a few pages.

EDDIE ANTHIS
Muskogee, Okla.

Sirs:

We Oklahomans have donated far above quotas set for our State in all war relief campaigns. The number of volunteers from our State is highest in proportion to population, and has far sur-

(continued on p. 7)

YOU
WOULDN'T
DO
THIS!



BUT... lots of men get

soaked—and spend too much for razor blades! Why pay more... when 25¢ now buys 18 of the keenest razor blades you ever used... Berkeley Blades! Switch to Berkeley today. Made of fine watch-spring steel; precision honed. Money-back guarantee!

NO BETTER BLADES
AT ANY PRICE



★ Buy
UNITED STATES GOVERNMENT
War Bonds and Stamps ★

IF YOU WANT
to subscribe to *LIFE*, write to
F. D. PRATT, Circulation Manager
LIFE—330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.80

QUICK RELIEF
FOR
SUMMER
TEETHING

EXPERIENCED Mothers know that summer teething must not be trifled with—that summer upsets due to teething may seriously interfere with Baby's progress.

Relieve your Baby's teething pains this summer by rubbing on Dr. Hand's Teething Lotion—the actual prescription of a famous Baby specialist. It is effective and economical, and has been used and recommended by millions of Mothers. Your druggist has it.

DR. HAND'S
TEETHING LOTION
Just rub it on the gums
Buy it from your druggist today

It puts **"ZING"** in his SWING

when he EATS his milk, too!

LET a good big variety of milk-rich dishes go to bat for your boy!

Have you tried cooking with Carnation? Have you found what a wonderful way it is—to give the whole family the milk solids the National Nutrition Program is stressing?

Carnation is fine whole cow's milk, with nothing removed but part of the natural water. Every single valuable milk nutrient is kept. Besides, it's homogenized, for easier digestion. It's irradiated with "sunshine" vitamin D, to help build bones and teeth. It's safe . . . and sterile . . . and convenient. And wonder of wonders, it's so economical!

If you like vim and vigor, pink cheeks and hard muscles—sail into this business of Carnation cookery. Send for tempting milk-rich recipes, to start you off.

Use Carnation, undiluted and luxurious as cream, wherever cream is called for. Then it's *double-rich* in valuable milk solids. Use it, diluted half and half, for drinking . . . and in any recipe where you want fine, whole milk.

HOME RUNS—FOR THIS BEEF LOAF



1 lb. ground
raw beef
1 egg
1½ tps. salt

1½ cups Carnation Milk, un-
diluted
2 cups soft bread crumbs
¾ cup finely chopped onion

Mix ingredients well. Turn into greased pan. Shape into loaf.
Bake 30 to 45 minutes in moderate oven (350° F.). Serves 6.
(Veal or lamb may be used in combination.)



IRRADIATED Carnation Milk

"FROM CONTENTED COWS"



FREE! A whole flock of helpful suggestions and milk-rich recipes! Send for "Growing Up With Milk"—and see how easy it is to double up on milk quotas by serving time-and-money-saving dishes rich in milk. Address Carnation Company, Dept. L-11, Milwaukee, Wisconsin; or Toronto, Ontario, Canada.



TUNE IN THE CARNATION "CONTENTED HOUR" MONDAY EVENINGS, NBC NETWORK



HOW DO YOU LIKE 'EM, MR. HITLER?

Pasters of this illustration, 35" x 38", are offered in quantity, with all space below illustration left blank for your own message and signature. Write Aluminum Company of America, 1999 Gulf Building, Pittsburgh, Pennsylvania.

The thousands of planes winging their way this month to all corners of the earth are a very special message from the men and women of Alcoa Aluminum, delivered via the plane-makers and the best fliers in the world. You never figured, did you, *Mister Hitler* and *Mister Yamamoto*, that just this one outfit, sixty thousand Americans with an awful lot of know-how, would be able to push out so much metal to make

so many planes so soon? And the thousands are on their way to becoming ten thousands. Perhaps you didn't take it very seriously when our outfit started building big new plants long before we were actually in this war. More than once they had us turning out the aluminum before the roofs were on. All we can say, *Mr. H* & *Mr. Y*, is that you made one awful mistake about this outfit. But you're finding out!

The men and women of **ALCOA ALUMINUM**





Never give a toilet germ an even break

Unsanitary film collects in toilet bowls constantly. It's a breeding place for toilet germs. Sani-Flush makes it simple and easy to keep toilets glistening-clean—without scrubbing. No unpleasant work. Use Sani-Flush at least twice a week to remove film, stains, incrustations and a cause of toilet odors.

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Even cleans the hidden trap. (Also cleans out auto radiators thoroughly.) When used according to directions on the can—Sani-Flush cannot injure septic tanks or their action and is absolutely safe in all toilet connections and auto cooling systems. Sold everywhere in two convenient sizes. The Hygienic Products Co., Canton, O.



Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

LETTERS TO THE EDITORS

(continued)

passed that of many States more populous. Our scrap-rubber and scrap-metal drives ranked among the top four States. The figures on our war bonds and stamps are among the top. Our farmers are working night and day to raise food and other products to help win the war. Our women are keeping their families in tiptop shape, conserving in every way possible, and still find time to have a part in war work.

LILA JEAN FUQUA

Sulphur, Okla.

●In Oklahoma's corny primaries, the Democrats renominated Josh Lee for the Senate, put up Robert S. Kerr for Governor.—ED.

WHITE ELEPHANT

Sirs:

Back in 1928, the U.S.S. *Lexington*, whose tragic end you pictured (LIFE, June 23), started her career under adverse publicity in West Coast newspapers. She suffered a breakdown in her trial runs that led those papers to call her



WHITE ELEPHANT IN COFFIN

the White Elephant. When repaired she set the world's record from San Diego to Pearl Harbor and won the more honorable title of Queen of the Seas.

Herewith is a picture of the ceremony by which we celebrated her new title—the sea burial of the pachyderm blanco. With full rites she was installed in a handsomely fitted coffin, preached over and consigned to the Pacific deeps.

LEE V. WILSON

Los Angeles, Calif.

IRAN RAILROAD

Sirs:

Six sentences of comment on the new Iranian railway accompany the illustration of lease-lend aid reaching Russia through Iran (LIFE, July 6). Every sentence contains at least one error, most of them serious and filled with unpleasant animus.

You say, "There were only two locomotives on the 960-mile, \$160,000,000 road." There were really about 150 with more under order. You speak of it as a "rickety railway" and say that "the tracks were falling apart," that "it was built from nowhere to nowhere precisely to spite Russian and British plans."

This railway was no spite stunt, but was intelligently planned to serve Iran. It extends from the Caspian Sea to the Persian Gulf, two immensely important terminals, connecting the world outside to Russia, Iran's most important customer. Strategically and commercially it was well located. American engineers and economists played an important role in formulating the program. The present central north-and-south line is only the first part of a system that will connect with an east-and-west line from Baghdad to the trans-Siberian railway, and with another that will connect India to the Caucasus and Turkey. Hundreds of miles of these lines are finished and in operation.

The road itself is one of the finest pieces of railway construction anywhere.

(continued on p. 10)

You may worry about your old garden hose



but here's one worry you can avoid

You can still use a worn-out, patched-up hose—but *not* a broken-down automobile!

That's why it's wise to spare *your car* excess wear from faulty lubrication with a Marfak stem-to-stern chassis lubrication job every 1,000 miles.

Marfak is a super-tough chassis lubricant! Applied by *chart*, not by chance—it resists wear-out, wash-out and squeeze-out!

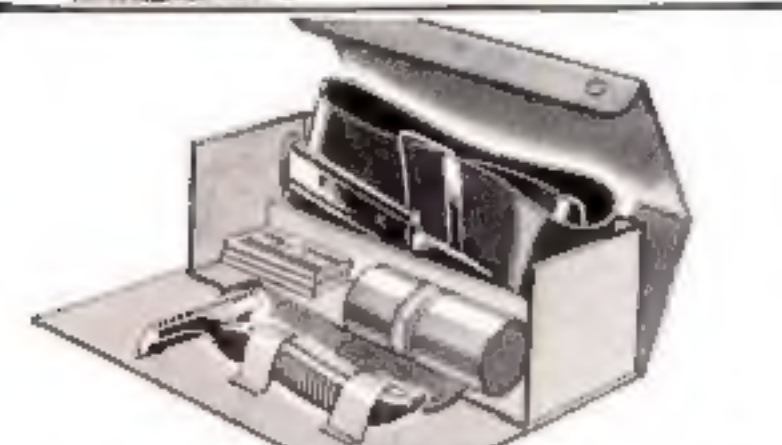
For your peace of mind, don't say "grease job." Insist on Marfak 40-point Lubrication Service. At Texaco and other good dealers everywhere.



Tune in the TEXACO STAR THEATRE every Sunday night—CBS



You're Welcome at **TEXACO DEALERS**



QUICK, SLICK SHAVES

3 times as many

Look what you get in this popular Enders Speed Kit:

1. Enders Speed Shaver—world's fastest shave. Blade clicks in instantly, nothing to take apart. New type head gives clean shaves first time over. Prevents nicks, scrapes, razor burn.

2. Semi-automatic leather strap. Triples life of blades.

3. Two packs of blades; shaving stick, comb, smart case.

COMPLETE—\$2.50 postpaid. Special—only \$2 if sent to men in Armed Service.

ENDERS SPEED SHAVER

gives wings to your morning shave ORDER TODAY • ENDERS RAZOR CORP., DEPT. A, MYSTIC, CONN.



HERE'S WHERE YOUR

THIS IS WHY YOU ARE ASKED TO



JAPAN

Bombers roaring over Tokyo...equipped with bullet-sealing gasoline tanks and fuel-hose made of rubber...rayon cord rubber tires...rubber life rafts...rubber in twenty-six strategic parts.
"General Grant" medium tanks from the U. S. A. rolling through Libyan sandstorms...rubber cushion linings...rubber headgear.



AFRICA



AUSTRALIA

A. E. F. in Australia under MacArthur...rubber heels and soles on Army boots...rubber overshoes...high rubber waders for engineers...rubber flying boots for Army and Navy...anti-gas boots...rubber hats and raincoats.
Paratroops and Commandos over France...rubber cushioned parachute jumpers shoes...rubber cushion seat packs...elastic stroud lines...rubber boots and coats



HAWAII



IRELAND

Rubber truck tires and tubes for freight trucks...non-kinking rubber gas mask tubes...rubber tired anti-aircraft guns...rubber cushions, tires, tanks for Flying Tigers.
Rubber tires and tubes for jeeps in Alaska's mobile defense units...synthetic gas and oil refueling hose for patrol bombers...rubber insulated fire control cables to turn turrets and fire guns on battleships and destroyers.

Subs sinking Axis transports and warships in the Mediterranean...batteries with rubber separators...rubber air hose...rubber waterproof seals and gaskets...lighter-than-cork rubber life preservers...acid-proof rubber linings.



CHINA



RUSSIA



INDIA



SOUTH AMERICA

Convoy after convoy slipping into Murmansk carrying tanks...rubber boots...rubber flying shoes...solid rubber bogie rollers...rubber covered signal wire...rubber truck, car and plane tires...rubber gas mask tubes and face pieces.

Rubber transmission belts...rubber conveyor belts...rubber packings...rubber air, steam, water, acid hose...tool hose...rubber fire hose...rubber welding hose for America's aircraft and tank factories...shipyards...mines and mills.

Naturally, we are proud of the fact that every one of our plants and every man and woman in our company is working to supply the United Nations with the thousands of rubber products we must have for victory. Though we list only a few here, all of them go wherever our Army and Navy go to help bring that victory nearer.

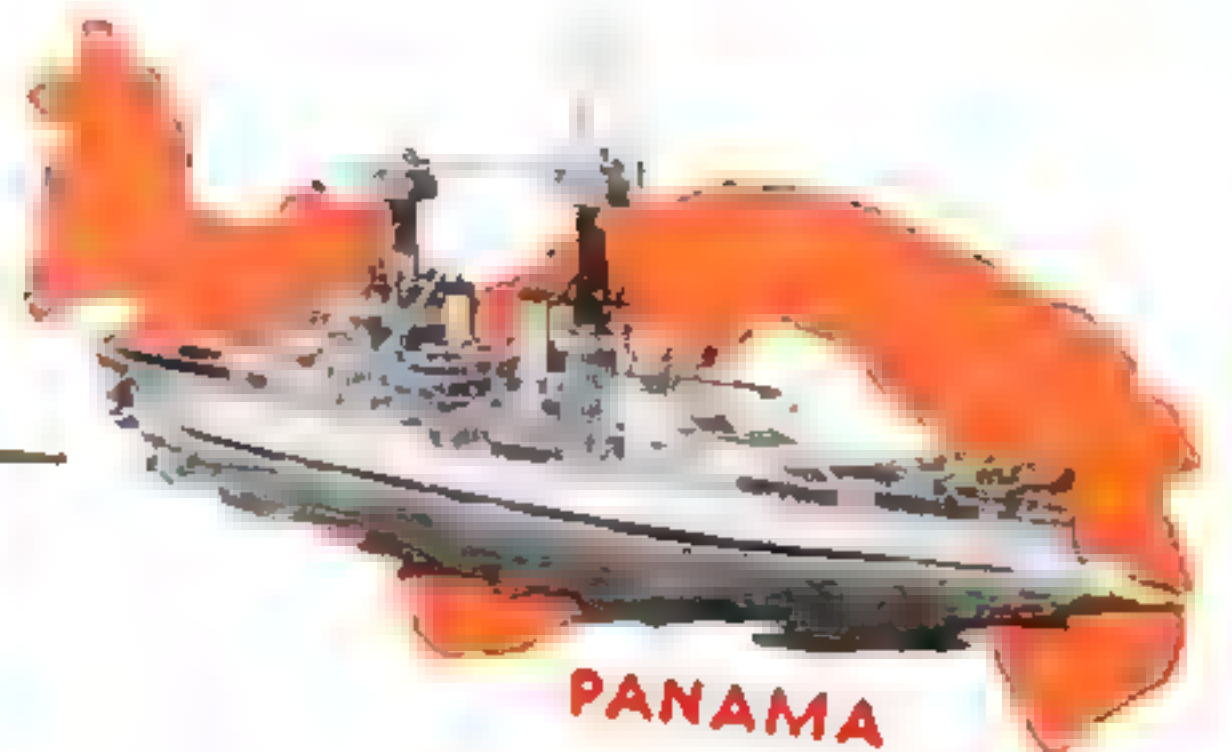
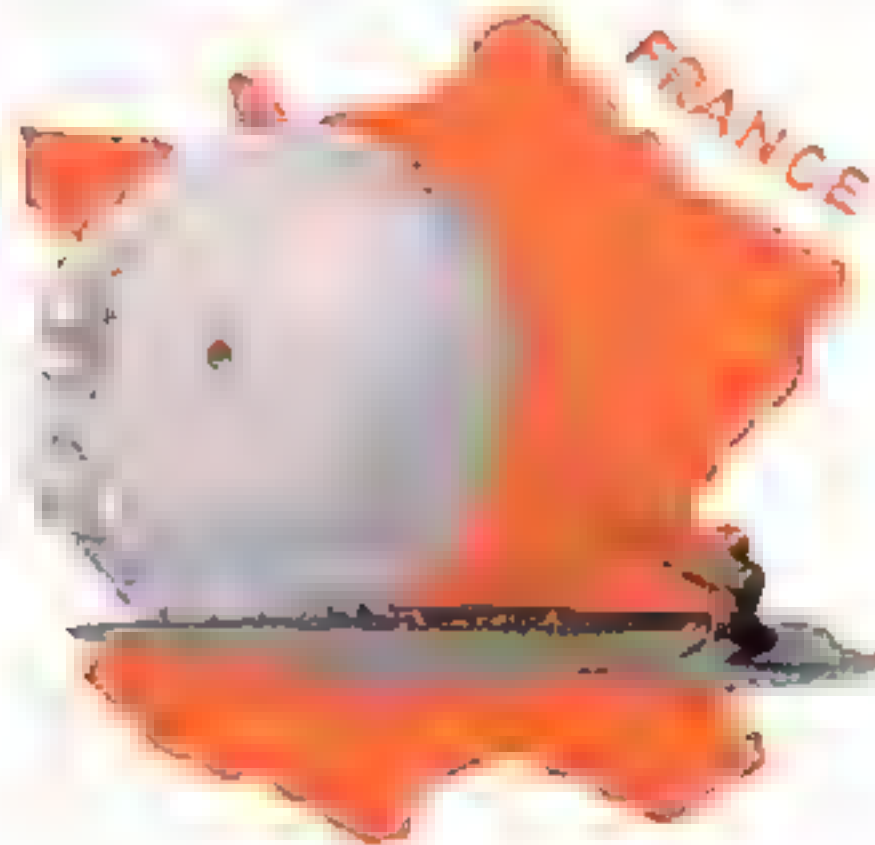


1230 Sixth Avenue
Rockefeller Center
New York

UNITED STATES

RUBBER IS GOING

CONSERVE THE TIRES ON YOUR CAR



A. E. F. in Iceland...heavy rubber winter boots...rubber waterproof clothing...non-slip rubber soles...special rubber and metal non-skid airplane tires for icy fields. Panama...jugular vein of the Western Hemisphere...guarded by big guns, bombers, destroyers...tons of rubber for propeller sheathing...hundreds, thousands, millions of feet of rubber covered control cables and signal wire.

Non-slip rubber soles for aircraft carrier crews...rubber gasoline hose...rubber oil hose...rubber aircraft launching suits...rubber covered propeller shafts...rubber diving suits and rubber air and steam hose. A. E. F. in Ireland getting set for the big push...rubber tires for 16-inch guns...rubber landing and assault boats...rubber anti-gas suits.



Hot-spot for sub warfare...vital invasion defense post...160,000 lbs. of rubber for each battleship...miles of rubber insulated wire for signal radio, telephone, blinker systems...rubber waterproof clothing...boots...non-slip rubber soles for wet decks.

Rubber mountings...rubber cushions...to increase accuracy of fast firing Navy guns and anti-aircraft defense guns at Trinidad...inflatable rafts and boats. Rubber casings...rubber tubes...rim flaps...head blocks for bridges...motorcycles...scout and combat cars...trucks for the defense of India, Keystone of the United Nations in the East.



Rubber pontoon boats...rubber tractor tires...rubber truck tires...rubber boots...rubber hose...for building bridges...fortifications...landing fields...and all the vast construction necessary to total war.

Rubber fire hose...rubber mountings for anti-aircraft guns...rubber footwear...rubber clothing...rubber insulated wire help protect America's great cities from attack by fire...or bomb...or sabotage.

So great is the shortage of rubber, however, that every ounce of rubber in your possession must be conserved; and every ounce of scrap rubber...old tires...hot water bottles...girdles...mats...gloves...shoes and boots...should be contributed to your local scrap rubber collection drive.

RUBBER COMPANY

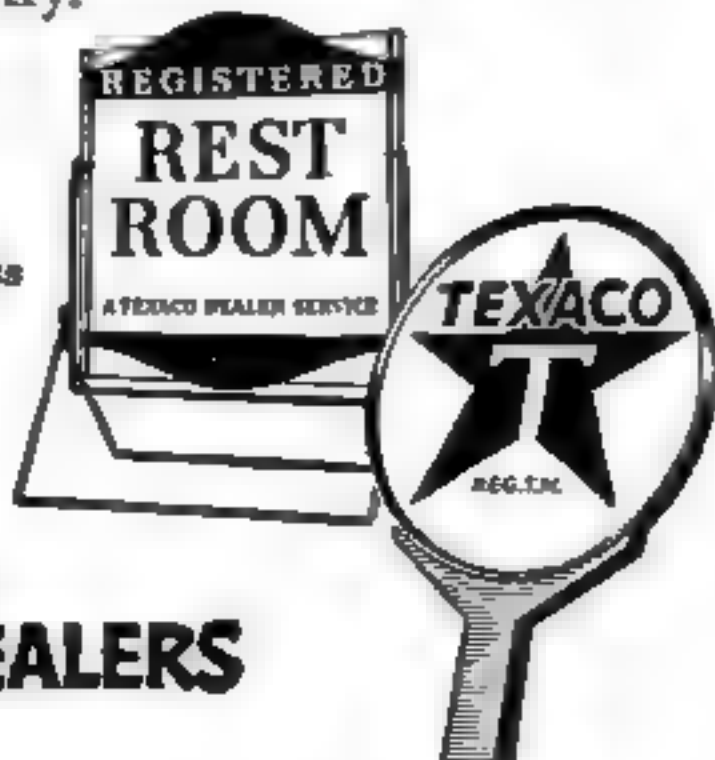
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and America, replete with miracles of railway engineering, cannot show anything more remarkable than the stupendous constructions over the Firuzkuh Pass, with its amazing spiral tunnels, or the passage through the ferocious southern gorges, where it seems even a bird could not fly with safety. The railroad is the pride of Iran. The Iranians are suffering serious inconvenience through the almost exclusive use of the line for military purposes. Their energetic and far-sighted effort, which now profits us so greatly, creates an obligation not to be repaid by ill will and misrepresentation.

● At a time when Russia and Britain were rivals for control of Iran, Iran proudly planned its railway to repel invasion by either. It skirts all Iran's most fertile areas and all its big cities except the capital, went "from now here to nowhere" until war made its nowhere the vital links in lease-lend supply to Russia.—ED.

I couldn't help noticing that the sample of Burmese in your Bible title-page *Speaking of Pictures* (LIFE, July 13) is upside down. And I can't help protesting, even though Burma herself is in approximately the same position just now.

How did I know? Well, your heavy-weight brother, *Fortune*, once graciously captioned a picture of me

The Reader's Digest
Pleasantville, N. Y.

Sir,

I am interested in knowing how it has come to pass that all drawings of this type, whether they be by A. Varga,



Merlin, or Petty are now designated as 'Petty girls'.

Goose's Gossett's girls, abandoned in his quarters at Shattuck School (LIFE July 6), are the products of the airbrush of A. Varga, not Petty, to whom you credit them.

●The first of these airbrush nymphs was Petty's. She appeared, as shown here, in Vol. 1 No. 1 of *Esquire* in the autumn of 1933. A. Varga's girl competes with her in the U. S.: Merlyn's girl is an export model (to England). — ED.

[illegible]

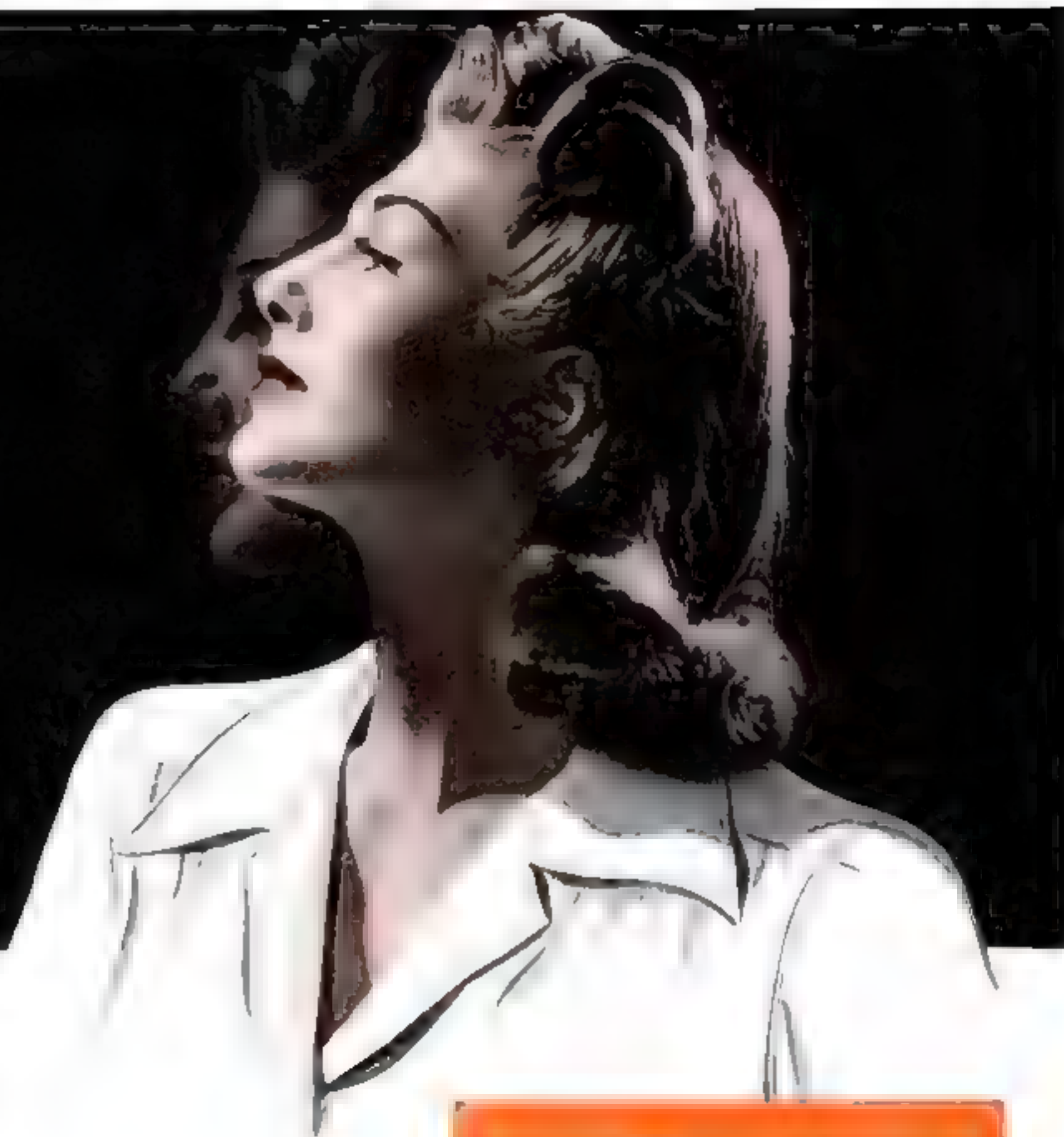
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Half an inch ...
the lift of your chin



A wonderful surge of courage brings your head up fiercely in the face of threats. A flash of your eyes measures the enemy.

Sacrifice? Your answer is a short laugh. Sacrifice is a pleasure. It's something to *do*. It's a way to help. And you—magnificent lady—you'll help. You'll toil. You'll fight like a tigress. We know. We've seen it in the lift of your chin.

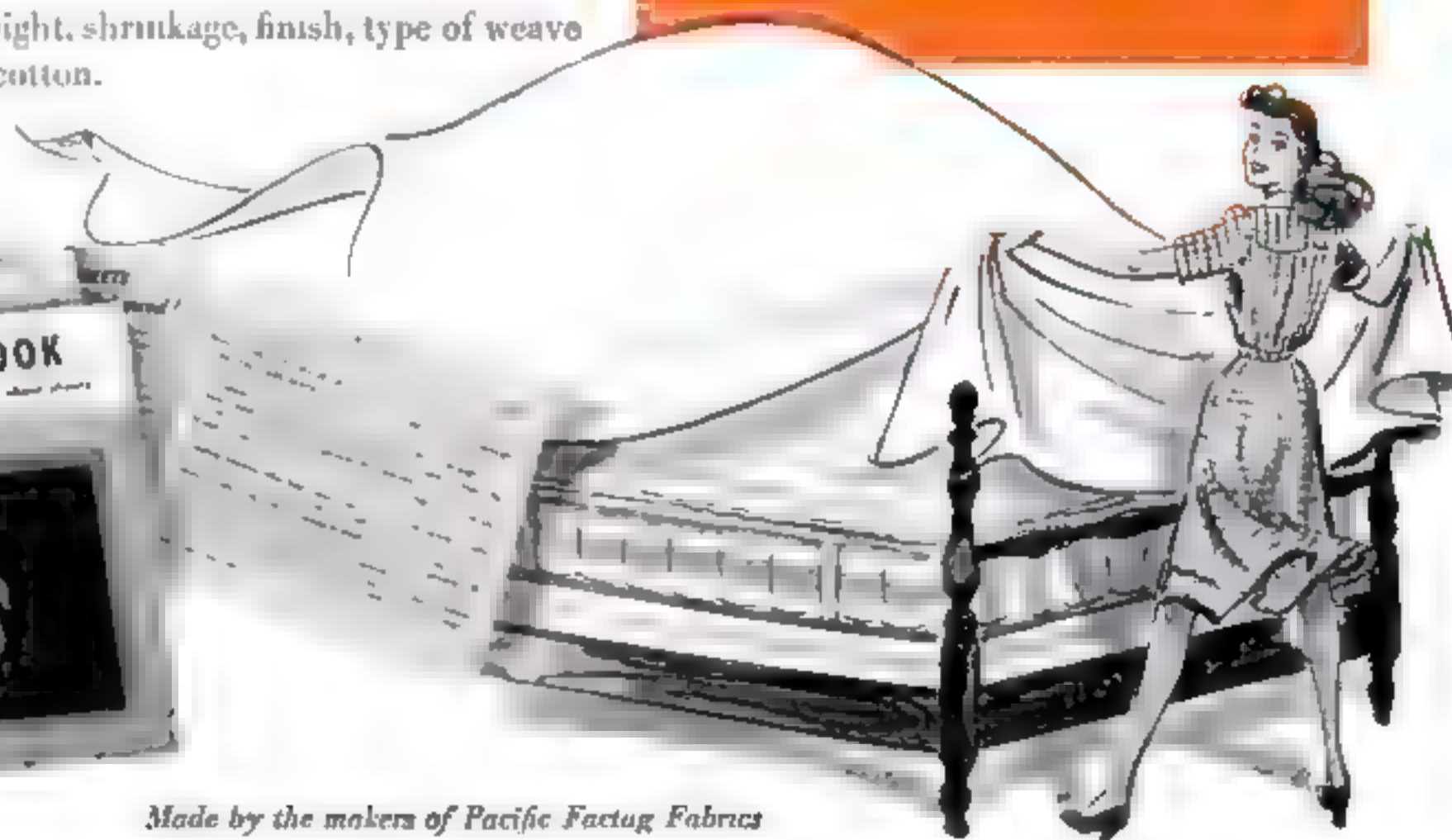
But you won't fight alone. Across the street . . . down the street . . . far away . . . near away . . . in tiny towns, titanic towns—we're fighting. All of us. Doing our parts.

The small proud part of Pacific Mills is to produce fabrics. Millions of yards of them, quickly and well. The same fine Pacific Balanced Sheets which have graced your home now ease the stern cots and bunks

of your man in the service. The same sturdy fabric now serves in a score of ways.

But from materials not required for the armed forces we are continuing to make Pacific Balanced Sheets for you. If you can't get them right away, do keep trying; they're well worth waiting for! All their qualities are created equal—none sacrificed to enhance any other.

Identify Pacific Balanced Sheets by the Pacific Facbook, that grand informative label which tells all the facts you want to know: size, thread count, breaking strength, weight, shrinkage, finish, type of weave and quality of cotton.



Made by the makers of Pacific Factag Fabrics

HOW TO MAKE THE WINEGLASS DANCE Place two identical bottles side by side. Plug them with identical corks, in which a V has been notched to hold the knives in place. Lay identical knives on these corks, point to point. Where they meet, set a thin wineglass, filled with just enough liquid to balance on the knives.

Tie a button on a string. Gently lower this into the water; the glass will sink down. Raise the button; the glass will rise. *Balance does it!*

To do this trick properly, it is necessary to experiment until you have just the right distance between

the bottles and just the right amount of water in the glass—that is, until you have found the "perfection point."

Pacific Mills has developed Pacific Balanced Sheets in the same painstaking way, finding at last the perfection point where all the desired sheet qualities are in proper proportion.

Pacific Balanced Sheets cost you no more, yet they wear better and feel better. Look for them at the stores listed on the opposite page, or write to **PACIFIC MILLS**, 214 Church Street, New York.



SPEAKING OF PICTURES . . .

. . . IT TOOK 12 HOURS AND 20 MEN TO GET THIS SHOT



This is one of the most complicated pictures LIFE ever asked any photographer to make. It shows New York's Washington Market at the height of its night-time activity. Assigned to the job, Photographer Herbert Gehr was confronted with the problem 1, of taking a night picture 2, in a dimmed-out city 3, of a scene filled with movement. Gehr drafted 19 men from

LIFE's Armed Services Photo School where men from Army, Navy and Marines are trained under LIFE supervision. Gehr moved in on Washington Market at 1 p.m. Hours were spent figuring things out. Finally, the men came and were given reflectors set with three big bulbs, posted at intervals down Washington St. Gehr put his camera on a fire escape. At 1 a.m., he phoned his

men to get ready. They climbed out on fire escapes all down the street. Gehr opened his camera at F 15, set off his own lights. The 19 men set their bulbs off and lights flashed down six blocks of Washington Street, resulting in a series of instantaneous exposures across the scene. Gehr ended his 12-hour stint by closing his shutter, going to the darkroom to see what he had got.

DON'T BEAR THIS SHORTAGE— BOO IT!



It's the thing to grin when a jeep takes your tires . . . it's fine to skimp sugar when it helps win the war. But a shrunk-up shirt helps nobody. It's only a shirt that gets thrown away. Money wasted on nothing. And you don't have to put up with it!

IT'S HOOEY!



It's **hooey** when anybody tells you you can't get "Sanforized" shrinkage protection because of the war.

There is enough equipment on hand to give "Sanforized" protection to every yard of wash goods . . . for war uses, and for all essential home needs.

This means you can *continue* to get the "Sanforized" label on all washables, to keep them from shrinking out of fit.

BOO ALL EXCUSES!



You don't have to take any alibis.

There are plenty of good stores that carry shirts and other wash clothes with the "Sanforized" label. the label that says the fabric *positively* won't shrink more than 1%, by standard tests.

You can get "Sanforized"-protected garments in your size, in your favorite make. Ask for this label, *insist* on it . . . for your money's worth!

LADIES SHOULD BOO---TO LOOK BOO-TIFUL!



Women can't afford to put up with any shrinkage nonsense these days. Not with skirts narrower and seams smaller.

These slim-fitting pretties *must* have the "Sanforized" label . . . or they might leave the tub with a fit that's fit only for the ash can!

Help save dollars, save fabrics, by insisting on the "Sanforized" label. Remember, *you can get it.*

TO WAR WORKERS—You can find this "Sanforized" label on coveralls, slacks, and wash uniforms. Insist on it, and look for it, on all other washables, too.

•SANFORIZED•

REG. U. S. PAT. OFF.

Checked standard of the trade-mark owner

The "Sanforized" trade-mark is used by manufacturers on "Compressive Pre-Shrunk" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by licensed users of the mark.

Cruet, Peabody & Co., Inc.

FOR PERMANENT FIT... INSIST ON THE "SANFORIZED" LABEL

SPEAKING OF PICTURES

(continued)

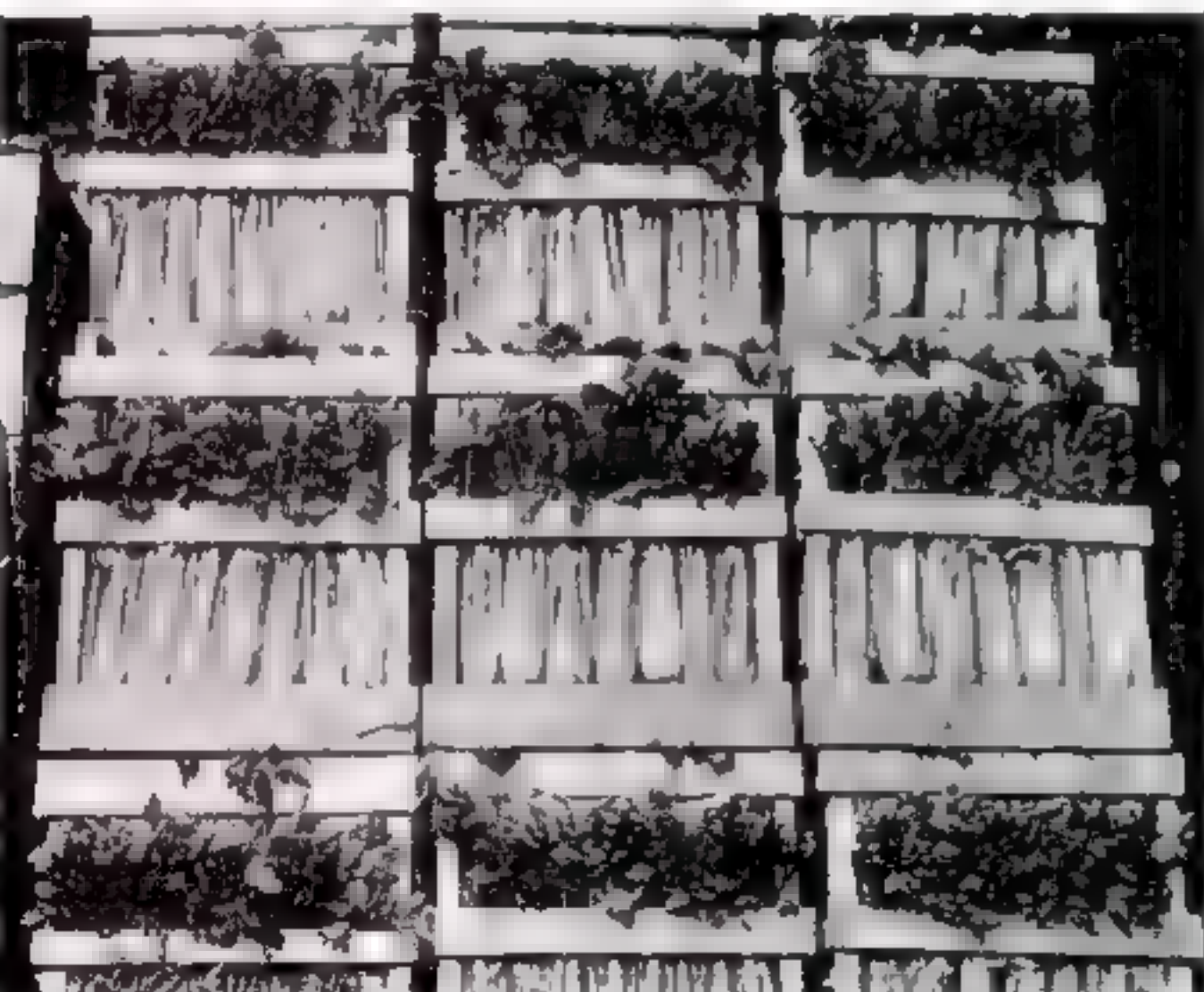
The 12,000,000 lb. of perishable fruit and vegetables that come into Washington Market every night must be sold by morning. Otherwise these foods are wasted. This year the U. S. is trying to cut down waste by urging everybody to eat "Victory Special" foods in season instead of canned goods, i. e., people should eat string beans when beans are plentiful even if they get sick and tired of string beans. Object is to save reserves of canned foods, thus saving cans and transportation, helping farmers dispose of crops.



BIGGEST CROPS OF SQUASH COME IN DURING LATE SUMMER AND EARLY FALL



WATERMELON SEASON REACHES ITS JUICIEST HEIGHTS IN MIDDLE OF SUMMER




BUMPER CELERY CROPS COME TO MARKET DURING LAST HALF OF THE SUMMER



One-Kiss Katie —That's Me!

WHAT'S WRONG, KATIE? Surely not the balcony—the scented night—the harvest moon. No, the scene's made for love. And yet, there he is, after kissing you just once, dancing with that little stranger. Katie, stop risking your daintiness with an unpleasant-smelling soap. Discover the fragrant way to stop body odor. Avoid offending—learn the feminine secret of "double protection"...



UMMM! HEAVENLY SUDS! HEAVENLY PERFUME! BUT WHAT IS "DOUBLE PROTECTION"?

DOUBLE PROTECTION? It's the two-way daintiness Cashmere Bouquet Soap gives you! First, a rich, gentle lather which *removes* away body odor almost instantly. Then—instead of replacing body odor with an unpleasant "soapy" smell—Cashmere Bouquet Soap gives your skin a subtle protecting fragrance—the alluring fragrance men love!



THANKS FOR THE TIP! AND HERE'S A TIP FOR EVERY GIRL! SMELL THE SOAP BEFORE YOU BUY!

SMART GIRL! Now you've learned how Cashmere Bouquet's "double protection" not only banishes body odor, but adorns your skin with the lingering scent of cozier perfume! And remember—Cashmere Bouquet is one perfumed soap that can agree with even a sensitive skin. Better be real smart. Start using Cashmere Bouquet Soap today.

Cashmere Bouquet Soap

THE LOVELIER WAY TO AVOID OFFENDING



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MODERN SMOKE — LONG,
SMOOTH, AND MIGHTY NICE

... BUT NONE THE LESS
YOU GET 'EM AT A GOOD
OLD-FASHIONED PRICE!



Today's High Cigarette Prices needn't bother you! Modern KING SIZE BEECH-NUTS cost you less per pack — yet you can't buy a finer cigarette at any price! They're extra-long, extra-smooth, extra-easy on your throat. Try BEECH-NUTS, today!

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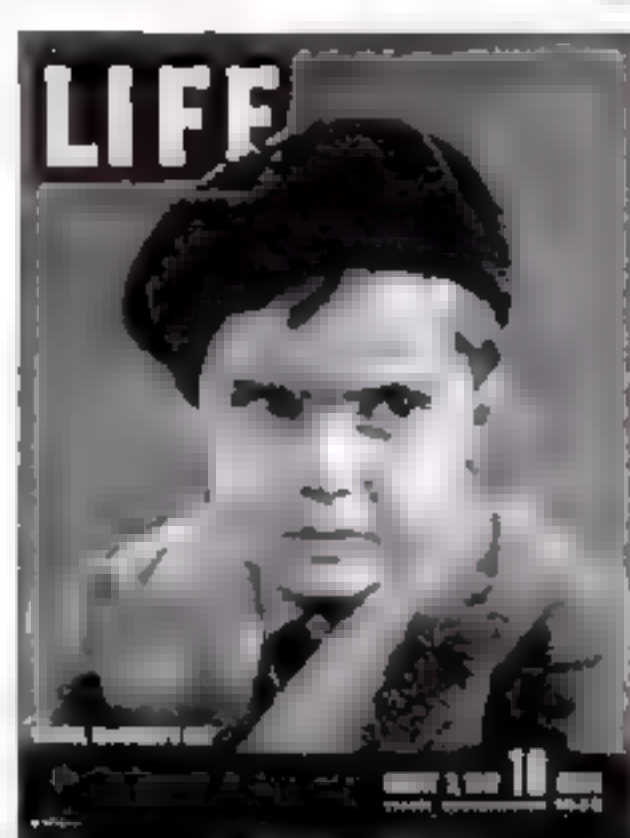
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LIFE'S COVER



This grave child is General Douglas MacArthur's son Arthur (see pp. 66-67) who lives with his parents in an apartment atop a Melbourne hotel. A quiet, intelligent little boy, Arthur was pale and frightened through the bombing of Corregidor but never let his fright turn into tears or hysterics.

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† Prisoner of war

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Don't whack and swat and
wish them dead.

But end them fast the modern way
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ALL PHOTOS AND TEXT CONCERNING THE ARMED FORCES HAVE BEEN REVIEWED AND PASSED BY A COMPETENT MILITARY OR NAVAL AUTHORITY

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Life's Pictures: This is Photographer Herbert Gehr passing out flashbulbs to the 19 men from LIFE's Armed Services Photo School who helped him take the big photograph of New York's Washington Market at night, which appears on pages 12-13.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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GALLERY

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ABBREVIATIONS: CEN., CENTER; COL., COLUMN; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; W. W., WIDE WORLD



O. SOGLOW

What Term Insurance Is...

AND 3 EXAMPLES OF WHEN TO USE IT

PERHAPS you have wondered—"What is Term Insurance?"—"What are its advantages?"—"Is it the proper kind of life insurance for a man in my shoes?"

Term insurance is *temporary* life insurance, usually for a period of 10, 15, or 20 years.

Because the insurance protection lasts temporarily, and not for the whole of life, premiums for term insurance

are lower than the premiums for permanent insurance.

At the end of the term, protection ceases.

Term policies usually can be converted to permanent insurance of the same amount, within a definite number of years, without medical examination.

Three examples of how different people are using term insurance are given below.



1. BRAD RHODES IS A NEWLY MARRIED MAN. He doesn't make much money—just enough to make ends meet, plus a little left over. Brad knows that adequate permanent insurance provides the ideal protection for his wife. But he can't afford as much insurance on the whole life plan as he needs, so instead he has taken out a term policy for 10 years. When his circumstances improve, he plans to change his term policy to permanent insurance on the whole life plan.



2. RICHARD HARGRAVE TOOK OUT TERM insurance to cover a mortgage on a new house he bought for his family. He has a 15-year mortgage of \$8,000 on it, and Dick knows, if he should die before it is paid off, his wife would probably have to give up the home. Dick already has a whole life policy that will provide a monthly income for her living expenses, but now he needs *extra*, low-cost protection to cover his mortgage. So he added a Prudential 15-Year Term policy of \$8,000.



3. JOHN DOHERTY IS A "FAMILY MAN" with two young, growing children. When John married, he took out a whole life policy, so that his wife will have a definite monthly income after his death. But he realized that this policy alone would not give his wife sufficient income should he die before the children are self-supporting. And so, to supply *extra, temporary* protection for the next twenty years, he has taken out a Prudential Modified 20-Year Term policy.

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INSURANCE COMPANY OF AMERICA
HOME OFFICE: NEWARK, NEW JERSEY



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This is another in our series of advertisements—"What Every Man Should Know About Life Insurance." This series is intended to give you the kind of *practical* information on life insurance that will be of real benefit to you and your family.

We hope these advertisements will help you understand life insurance better and give you a deeper appreciation of your agent's services. Your comments will be warmly welcomed.



AFTER BATTLE, LOOKOUTS ON AMERICAN ESCORTING WARSHIP WATCH AN ORDERLY PROCESSION OF NINE FREIGHTERS AND FOUR ESCORT VESSELS VISIBLE IN THIS PICTURE

THE BATTLE OF THE ARCTIC CONVOY

When the biggest convoy battle of the war developed early in July on the Arctic route to northern Russia, a LIFE photographer was aboard one of the U. S. warships guarding the great train of United Nations ships. He was Frank Seberschel who took the Atlantic convoy pictures shown in last week's LIFE. He caught the three stages of the action in the bleak overcast of the Barents Sea—standing on the flying bridge behind only a layer of canvas. His ship was machine-gunned and missed a stick of three bombs by only 200 yd. He caught the German torpedo planes sweeping low through the convoy, weaving up and down to avoid the anti-aircraft fire. In the inevitable mischances of photographing war, where things happen fast and sudden, he missed the nearby bomb columns of water that towered far over his head, ~~because~~ he had just shifted to a long range camera. He came back with the first Atlantic combat pictures taken by a civilian news photographer since Dec. 7. They are reproduced on the following pages.

The battle shows the immense difficulties of supplying Soviet Russia by the northern sea route during midsummer when the day is 24 hours long and

the protecting fogs occasionally lift. The Germans broadcast first that they had sunk a U. S. cruiser and 28 merchant ships, in "the greatest catastrophe" of the sea war. They claimed that planes had destroyed 122,000 tons, U-boats another 70,000 tons. Their next claim added four more cargo vessels; their next, three more. On July 9 the Russians announced that the convoy had "arrived safely in a Russian Arctic port." It had taken losses, but it had delivered a huge mass of American and British planes, tanks, guns, food, medicine and machine tools to the hard-pressed Russians. It had done its part in the long delivery line from factory to fighting front.

The losses were bad news. But in the fighting there was good news. The American crews had felt before the battle that they were overdrilled. When the action struck, they had a wonderful time, but they found that they needed the experience of being shot at. It was impossible to stop the machine-gunner's fire until they had used up their ammunition. They were calm and cool as veterans, but overeager. One boy, ordered to sweep away debris between attacks, kept on sweeping all through the second attack. Even be-

fore the guns were cool, electricians methodically went around replacing the light bulbs broken by the concussion of the gunfire.

Secondly, the Americans acquired a healthy respect for the brains and courage of the British, who had shared in taking the convoy north in the Barents Sea.

Thirdly, the Americans watched with interest the way the pilots of the German torpedo planes drove home the attack. Only the squadron leader of a Nazi formation of seven planes dove in through the AA fire, and won the admiration of his enemies. The other German pilots veered off, fudged their run and dropped their torpedoes at random. It was a far cry from the way the American and Japanese torpedo planes have been fighting in the Pacific. After 2½ years of it, the Germans seemed to have lost some of their determination.

The action ended with a rumor that the Nazi battleship *Tirpitz* was nearby. This rumor ended with a Russian announcement that the *Tirpitz* had been hit with two torpedoes by a Russian submarine. For the high points of the air attack on the convoy, turn page.



German torpedo plane *(above center left)* races in among ships at 265 m. p. h. This is the plane's second run. From leader, just behind it, drops his two torpedoes. He is hit by a burst on the starboard engine a few seconds later. *(see p. 22-23)* Notice barrage balloons at left.

From another quarter, 18 more Heinkel III torpedo bombers slice at the convoy. The white dots are magnesium tracer bombs from machine guns, which have hit and damaged this plane. It has dropped its torpedoes, turns away sharply to avoid enemy aircraft fire.





↑ **Two more German planes** (that images at left) veer off after having dropped their torpedoes. The sky fills with black anti-aircraft puffs. Most of the torpedoes are now in the water and a moment later third ship from right will receive mortal blow. (see next page)

A hit on this German Heinkel 111 torpedo bomber has already made it begin to smoke and five miles farther on the pilot crashes into sea. He machine-gunned ship. Photographer Scherschel was on as he passed. Son eloc y yelled "Duck" and Scherschel ducked. ↓

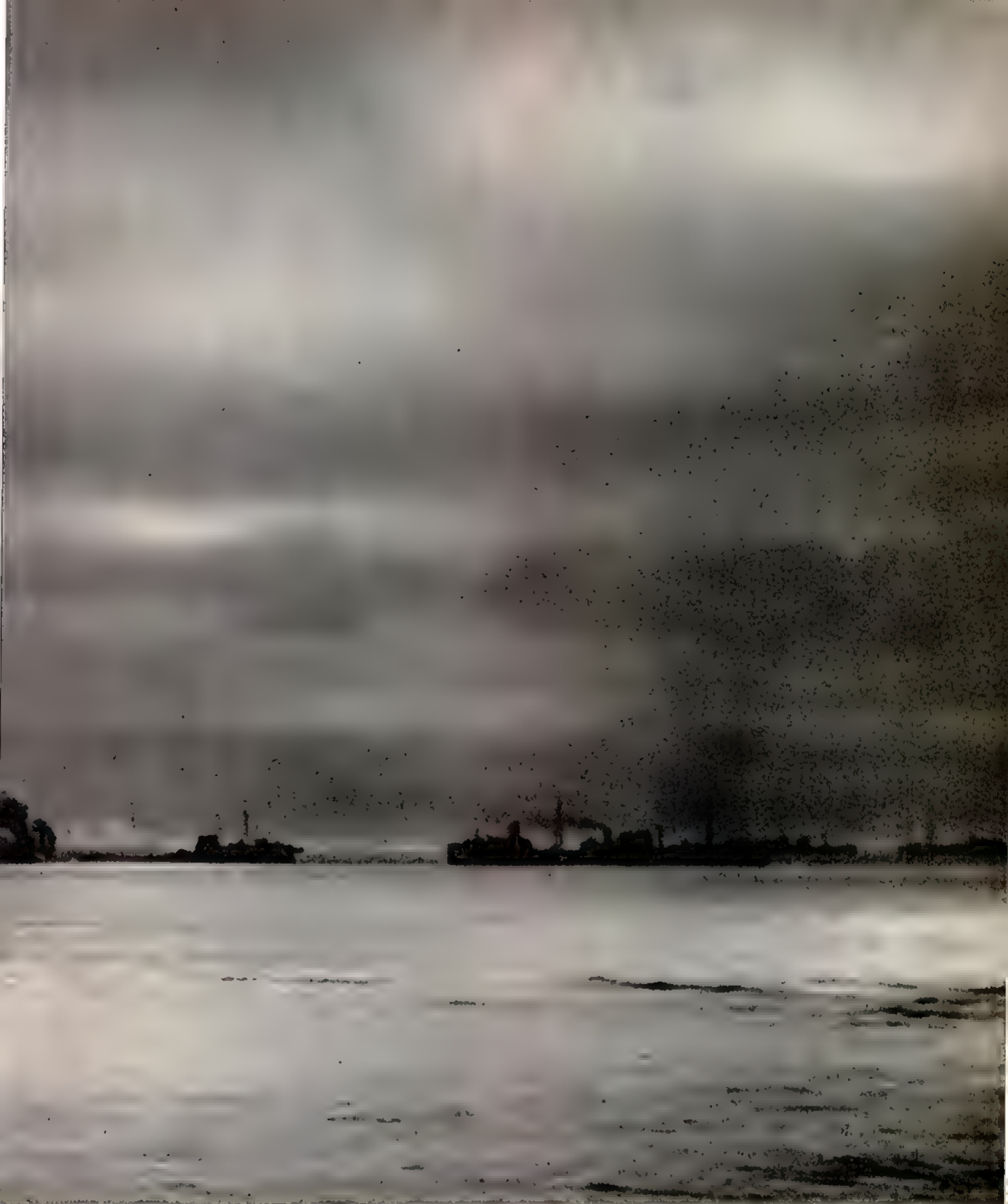




GERMAN TORPEDO GETS IN HIT ON U. S. MERCHANTMAN

Here in the Barents Sea on the flattened top of the world, 800 miles from the Pole, the war throws up a black plume of disaster. The German plane's torpedo has hit the merchantman. The ship is still under way and has already moved out from under the explosion smoke, which disappears above in the low overcast.

The white steam is issuing from the ship's boilers. It will run on a little way farther, settle slowly and put out lifeboats. The ship in left foreground will come up to the rescue, while the rest of the convoy moves on. In the noise of the firing guns, Photographer Scherschel did not hear the explosion.



This was the only sinking of the attack and made the German action a flat failure. Next morning the heavy Arctic fog came down again and even the German reconnaissance planes that had shadowed the ships constantly fell behind. A total of 23 planes had delivered the assault, losing one certain and two possible. On the

American warships' decks messboys brought out liverwurst sandwiches, pie and coffee and everybody talked at once. There was one further incident. Somebody shouted, "Periscope!" and pointed to an object on the surface of the sea five miles away. As the warship raced up, the periscope seemed to move along the object. It

was a German pilot walking across his sinking plane.

So ended this battle of the Arctic convoy to Russia. The convoy was attacked later as it continued its journey to the Russian port. Those losses have not yet been announced. But they were certainly a great deal smaller than the extravagant claims of the Germans.

LIFE ON THE NEWSFRONTS OF THE WORLD

Who Believes It's "Impossible"?

Not the Generals Who Win Wars

At twilight on Christmas Day, 1776, an absurd little army, forsaken by many of its top officers and supporting forces, straggled down to McKonkey's Ferry. Great ice floes swirled in the swift current, crunching against the waiting boats. Toward midnight it began to snow. By 3 a.m. the next morning 2,400 men had been ferried across the bleak Delaware and were marching on frostbitten feet to Trenton. There they pounced on Colonel Kahl and his Hessians, who had been up all night celebrating Christmas because they believed it impossible for Washington to make a crossing. Trenton fell. And a week later Cornwallis, who thought he had conquered New Jersey, was routed at Princeton.

The importance of that memorable episode lies not only in the fact that it saved the American cause from almost certain collapse. It also gave the world two great symbols. Hereafter Cornwallis and his associates would represent the kind of generalship that loses wars: a generalship convinced of its own superiority, entrenched in its own emoluments, easily persuaded that such and such a move is undesirable or unnecessary or—preferably—impossible. And on the other hand George Washington stands eternally as an example of the kind of generalship that wins: a generalship possessing imagination, devoted exclusively to its cause, willing to pay any human price for a chance to strike, providing only that the chance is a realistic one. Ever since then American schoolboys have known a simple truth. Visions alone cannot win wars—but neither can armies without vision.

The Cornwallis War

Today, the U. S. finds itself in a strange and unpleasant role. This time it is we who are playing the part of Cornwallis. Thus far in World War II most of the imagination has been in possession of the enemy. It took a vast imagination to transform Germany from a defeated and bankrupt nation into the scourge of civilization. And it took a lot of imagination on the part of Japan, ridiculed and despised by our Navy, to strike at Pearl Harbor and then to swarm over the islands of the southwestern Pacific.

Fundamentally the democratic peoples did not want to fight. And if you fundamentally don't want to do something, any argument that it is unnecessary is worth a lot to your self-esteem. If the thing is not only unnecessary but also impossible, you can even gain a certain peace of mind. Thus in our time these words "unnecessary" and "impossible," have dominated all of Europe except the Axis. Only Russia refused to accept them. And

that is why Russia still stands as the best hope of free men.

Recently there were set forth on this page some of the absurdities of what was called the Hollywood war. This is the war of mirrors and medals, of fluff and fake, fought in headlines and pictures every day. But the Hollywood war is really no more than a screen to hide the other war that the U. S. is fighting, the Cornwallis war. This is the war of an Administration that has not yet screwed up its courage to take the risks and demand the sacrifices of victory. It is the war of a Government that, more than any other that is still in the fight, indulges itself in the luxury of the word "unnecessary" and the comfort of the word "impossible."

It's Impossible

For instance, we were told in 1941 that it would be "unnecessary" to expand steel production, or aluminum production, or to develop new sources of iron. It was "impossible" to convert the automobile industry to the total manufacture of war equipment. These wishful difficulties have been proved false and yet we go on wish-fulfilling more. It is now "impossible" to clamp down on wages for the prevention of inflation. It is "impossible" to induce the farmers to accept parity. It is "impossible" to tax the people sufficiently. It is "impossible" to force automobile drivers to save the nation's supply of rubber.

Recently an even more ominous note has been sounded. We find that we are reaching the end of our resources. It is "impossible" to build any more ships—we had to cancel a contract for 200 last week. It is "impossible" to develop enough light metals for airplanes. It is "impossible" to get enough crystals for radios. It is "impossible" to set forth an intelligent rubber program. Maybe it really is impossible to open a second front in Europe this year. But if so, the chief reason is a lack of ships. But we have lost about 400 ships off the Atlantic Coast since January, yet the Navy finds it "impossible" to stop these sinkings. And of course, in view of all the other impossibilities, it is "impossible" to send aid to China or to deliver to MacArthur his relatively modest requirements for an offensive in the direction of the Philippines.

On the other hand, it isn't good taste to emphasize the fact that the Japs have captured three of our Aleutian Islands. When you fight a Cornwallis war you don't worry much about the half-frozen little guy on the other side of the Delaware.

Says Who?

Washington's state of mind was thrown into bold relief last week by a proposal from the Pacific Coast. A few years ago plump and energetic Henry Kaiser was just a big con-

tractor, almost unknown to the public. But under the lease-lend program he discovered that there was a great need for ships. Since he had never built ships before, the oldtime shipbuilders said that it would be "impossible" for him to build them now. But he did. The Kaiser yards are turning out almost one ship a day, the biggest and fastest shipbuilding enterprise in the world.

Last week Mr. Kaiser startled Washington with a daring and imaginative idea. When the Maritime Commission canceled its big ship contract with Andrew Jackson Higgins of New Orleans, allegedly because of a shortage of steel, Kaiser proposed that the Higgins plant be converted into a giant airplane factory to turn out 5,000 air freighters of the size of Glenn Martin's *Mars*, each capable of carrying 100 armed men or 14 tons of freight at 200 miles an hour. To those who are determined to win this war and not just to Cornwallis it, this proposal opened up new vistas. With a fleet of these air freighters, the U. S. could escape submarines, deliver men and supplies all over the earth at an incredible rate, change the whole aspect of the fighting. Best point of all: it might really be impossible for Hitler to build an equivalent fleet. Of course the U. S. hasn't got enough factories or steel to make the engines or enough aluminum to make the airframes, and anyway neither Kaiser nor Higgins has ever built an airplane and so even for the U. S. it's probably—

Says who?

A Chance to be Strong

All this is a somber background to the brilliant imagination and inventiveness of U. S. soldiers and sailors in the field. The clammy words "unnecessary" and "impossible" are burned away like mist when Americans—generals and privates alike—face the enemy. On Bataan they created huge airfields, almost with their bare hands, for the bombers that they expected from America. And when the bombers didn't arrive they built crude bomb racks in the bellies of their little fighter planes. General Chennault, head of the U. S. Air Force in China, operates virtually without a staff—a feat that a Cornwallis general would consider "impossible."

What we Americans now demand is that this same spirit animate our leadership at home. We want a more rapid development of new tactical arms, harnessing American inventiveness to the arts of war. We want a quicker evolution of new materials, such as plastics, to replace metals that are scarce. We want a chance to show how strong we really are. Only bold imagination can give us that chance: imagination in Government, in strategy, in tactics, and on Main Street good, solid, American imagination, of the kind that got 2,400 of us across the Delaware River when we had to cross it or give up.

PICTURE OF THE WEEK

Somewhere in the Pacific at an unknown time a U. S. submarine torpedoed a Jap destroyer and then photographed the sinking through its periscope. On July 25 the Navy released the result op-

posite. A special camera developed by the Bureau of Aeronautics was used. Japan's red circle insignia can be seen on the forward gun turret. At right two Japs in white are just visible scrambling up

on the fire-control tower. Down the picture run the periscope markings used for aiming torpedoes. A risky job at best, this Navy photo was probably taken within 500 yd. of the sinking vessel.



A U.S. submarine photographs through its periscope a Japanese destroyer it has just sunk

THE U.S. RECKONS UP ITS LOSSES ON THE

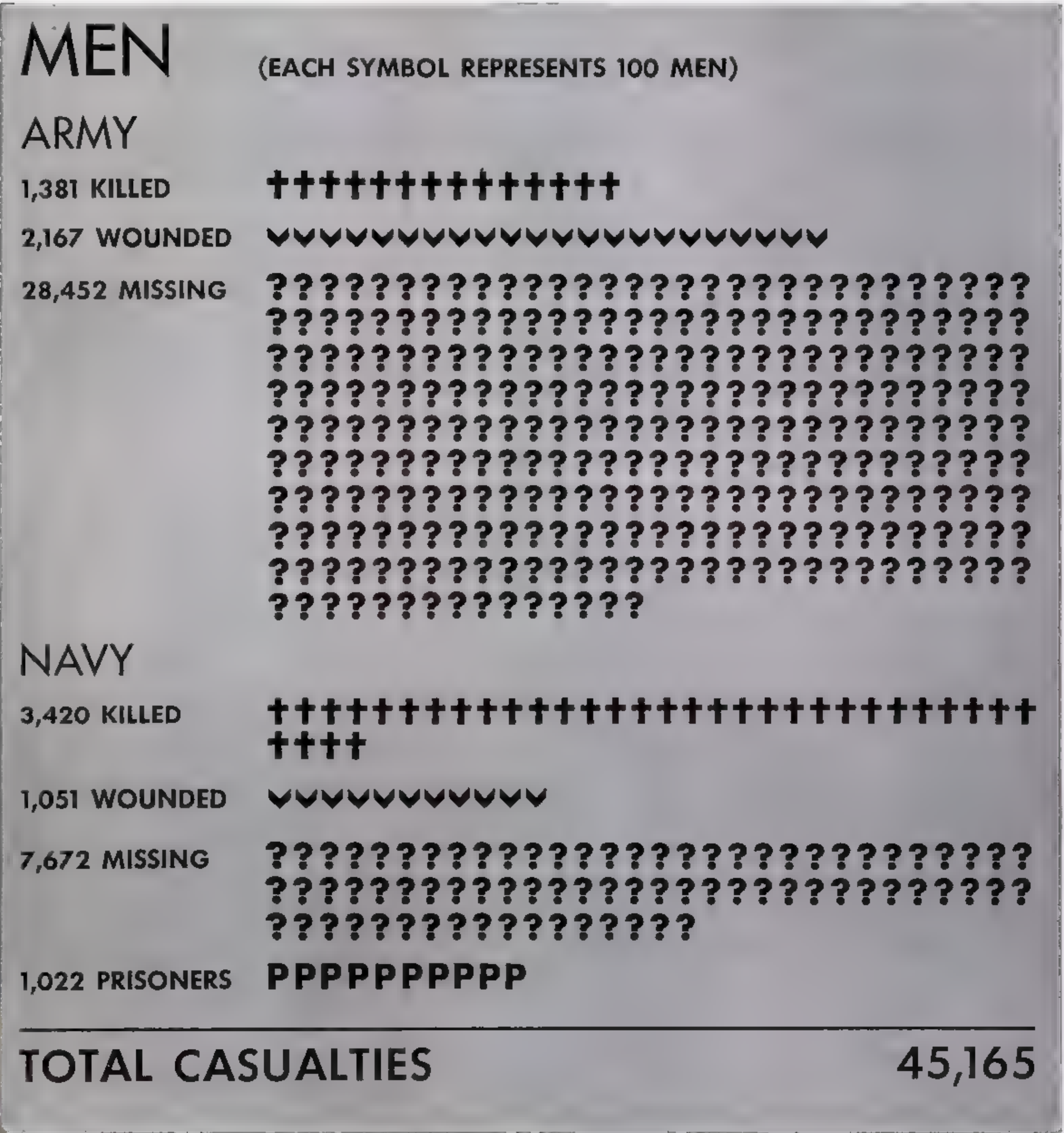
The U. S. last week was given a solemn reckoning of the men it has lost so far in this war. By death, by wounds, by capture, by some still unknown fate, the U. S. has lost 45,165 soldiers and sailors.

The chart below shows how the casualties are divided between Army and Navy. Included in the Army's figures are the losses of the Philippine Scouts, who were part of the U. S. service. The Army lost most of its men in the fall of Bataan and Corregidor, also suffered casualties at Pearl Harbor and Dutch Harbor. Among its missing, the Army included only 20 men whom it officially knows to be prisoners of war. Most of the men missing in the Philippines are assumed to be prisoners.

The Navy lost most heavily at Pearl Harbor and at the battle of Java Sea. It is a safe assumption that there is a far higher proportion of deaths among the Navy's missing than among the Army's. The Navy listed 1,022 men—301 Navy and 721 Marines—as prisoners, in addition to those reported missing.

Compared to the last war, the Navy has suffered heavily. During all 1917-18, only 871 men were killed in the Navy. The Army had 233,184 war casualties last time, 50,310 of them deaths.

The U. S. has been operating at a deadly deficit. It has given up much territory and many vital bases. In return, it can show only a couple of defensive naval vic-



SCOREBOARD OF WAR

ories and some brave heroes. As the U. S. fights on its losses will necessarily mount to much greater figures. There is no comparing accounts with the Japs. The Japs have gained greatly in strategic position and have got back their manpower's worth. But the U. S. has not really started yet to fight the Germans.

Even more significant than the loss of United Nations men has been the loss of ships in American waters. The chart below bluntly contradicts assurances from responsible officials that things are getting better. All through 1942, things have gotten worse. This chart goes up to the end of June. Since then, sinkings have reached the highest level of the war and acknowledged losses by July 25 broke through the 400 mark.

SHIPS

CANADIAN
COAST 39



ATLANTIC COAST 154



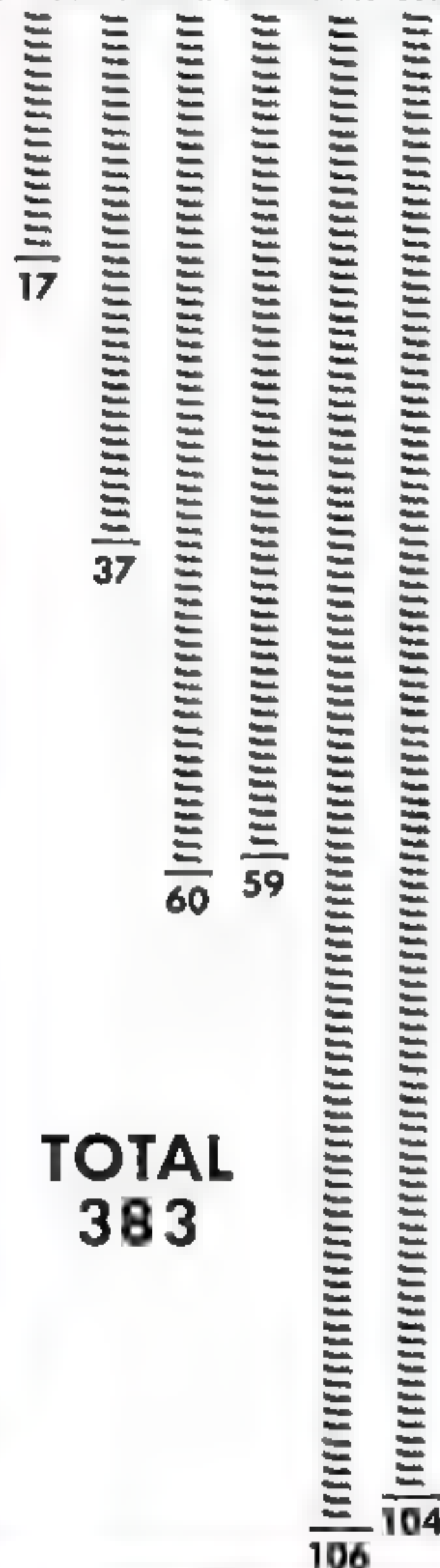
GULF COAST 34



CARIBBEAN 133



SHIPS SUNK JAN.—JUNE
JAN. FEB. MAR. APRIL MAY JUNE



SOUTH AMERICAN
COAST 23



SECRET

NOT FOR PUBLICATION

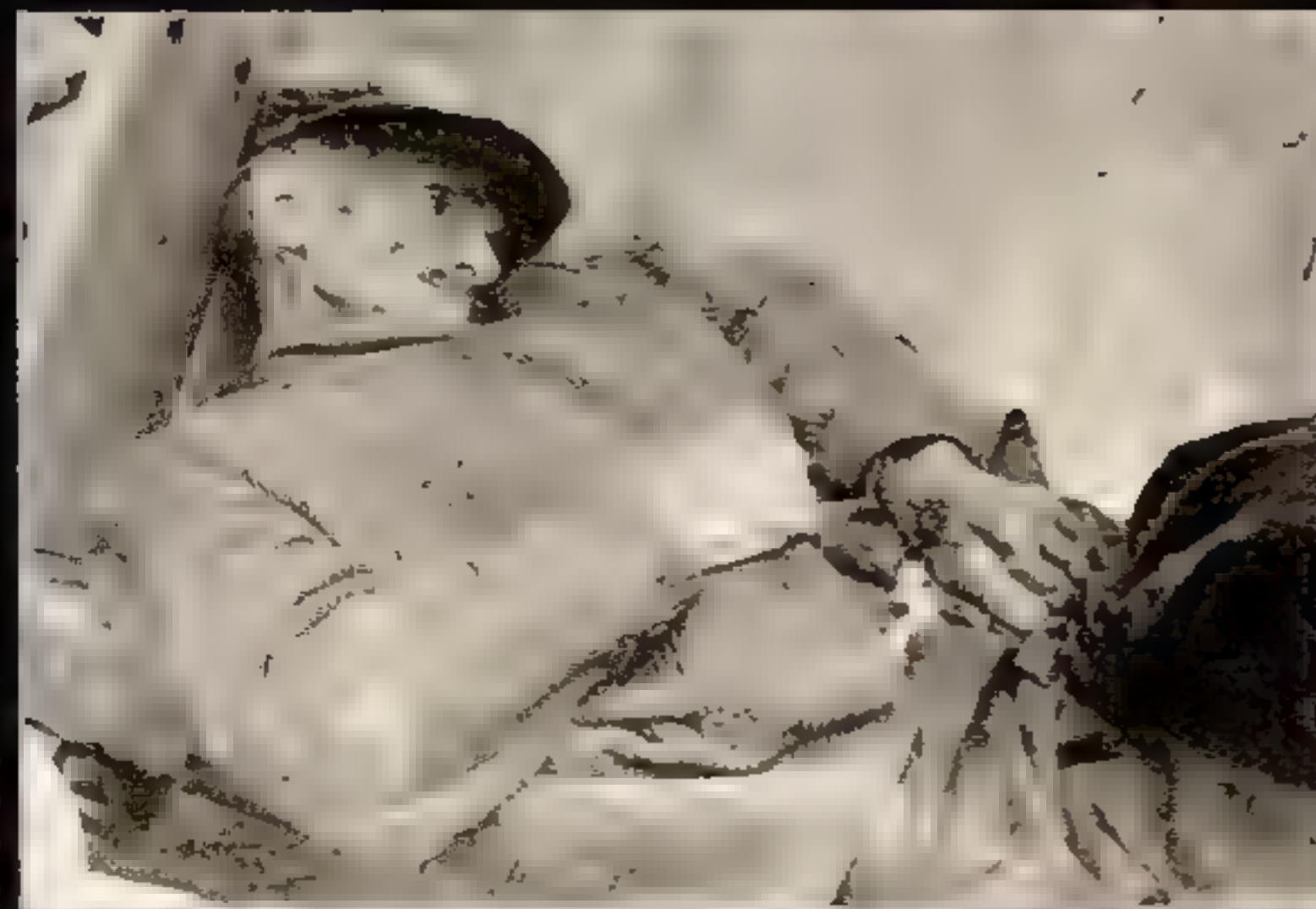
FAMINE AND DEATH RIDE INTO GREECE AT THE HEELS OF THE NAZI CONQUEST

These pictures were collected and privately printed in April at the request of the Greek Minister of Information V. M. Vassilopoulos. He has given LIFE permission to reproduce them here.

The Germans come to Greece as conquerors. They present themselves as a benevolent humanitarian force that the Third German Reich has no responsibility for the suffering of so many innocent civilians. The German Minister of Information was described as follows by Associated Press Correspondent Robert G. Massie:

Stoic and dignified, a man of few words, he is a man of long past history. He is a man who has been over the years of the German Reich. He is a man who has been over the years of the German Reich. He is a man who has been over the years of the German Reich.

In processions the Germans go to the city streets. They are seen in the streets. They are seen in the streets. They are seen in the streets.



pitals are overcrowded, sometimes with three or four starving patients in a bed. The courtyards of the morgues are filled with naked bodies. Three hundred bodies at a time are buried in large pits, without lime.

"When people die, relatives place the corpses in the gutters without reporting the deaths so that they won't have to surrender the bread cards of the deceased. The tragedy of Greece is not so much the dead picked up in the streets each morning, as the famine and condemnation to death reflected in the faces of those dragging their starved babies through the streets."

About 20% of the population in some parts of Greece was estimated to have died by this spring. By next spring, 90% or 6,000,000 people are expected to have died. This means, of course, the extermination of the Greeks.

The Greeks had expected to go hungry. But the Germans kill their cattle and

take their milk for the occupying German armed forces. They take their boats so that they cannot even fish. When an occasional wheat boat arrives from Sweden, Switzerland, Canada, Turkey, they claim that it is German wheat and confiscate more Greek food supplies. The International Red Cross is feeding about 700,000 people in Athens a daily bowlful of olive oil, rice and dried vegetables. Bread is \$1 a pound, butter \$18, oil \$12, coffee \$50, eggs 75¢ apiece and shoes \$100 a pair.

People steal and kill for food. Husbands abandon wives and children. Citizens lie across the pavements, spitting blood into the gutter. A certain sort of fluid means that somebody else has fallen to the pavement. The survivors do not look around.

Here and there the famished fight back. In the mountains of Crete, in the Rhodope and Peloponnesian highlands, guerrilla bands harry the conquerors. The soil, the immortal legend of Greece is not dying, but growing greater and more proud.





Host Saracoglu (left) drinks a toast in champagne with U.S. Ambassador Laurence A. Steinhardt at opening of Foreign Minister Saracoglu's official residence. Behind is Mustafa Kemal Atatürk, who became premier two weeks later, stands his beautiful, French wife.

The dancing British ambassador, Sir Hughe Knatchbull-Hugessen (left), is at a table with Hale Akaygen, stepdaughter of Turkey's leading editor and spokesman, and a Greek poet. At the extreme left and right are Greek ambassador and daughter of Swiss minister.





Young set includes (from left) U. S. Air Attache Bob Brown, Belita, daughter of pro-German Spanish Minister Don Pedro de Prat y Sauty, Hacer Akaygen, Turkish Captain From Divan



Russia's ambassador, lean, sharp-eyed Sergei Alexandrovich Vinogradov (right), listens to Yugoslav Ambassador Dr. Choumenkevitch. Russian's jets must defeat and in part of a

TURKISH PARTY

Diplomats drink, dance, intrigue
in one of last neutral capitals

The diplomats' balls, banquets and parties have all but vanished from Europe and Asia. But last week there arrived from Turkey, a last island of neutrality, pictures of an old style reception given a month ago by Turkish Foreign Minister Sakir Saracoglu pronounced Sarrah Joe glie just before he became premier. Behind the hard shirts and the decorations, the tensions were terrific. No German or Italian is visible in these pictures. But Turkey's neutrality demands that every Turk be careful with all foreigners. The

Germans were about to deliver to Turkey four splendid locomotives but as yet no new tanks, guns or planes. The U. S. had just come through with four Liberator bombers, interned by Turkey. Nearly the last Turkish tanker has been torpedoed. Shoes cost \$20 a pair and Turkey has 1,000,000 men under arms. Nearly everybody at this party wanted the Turks to quarrel with somebody else at the party. But the realistic, screwed and honorable Turks have superbly kept their balance. They think they know who will win this war: the U. S.



Poland's ambassador, exiled Michal Sokolnicki (left), talks up post-war confederation of small states to exiled Norwegian Minister J. G. J. Raeder wearing Great Cross of Orange-Nassau.



American group includes Mrs. Steinhardt and 16-year old daughter Dulcie-Ann with U. S. Attaches Brown and Colonel C. C. Jadwin. Steinhardts speak French, Italian, Spanish, Russian.



U. S. SENDS FASCIST NOBLE TO PRISON FOR FIVE YEARS

Last week in Los Angeles, Robert Noble, leader of the pro-Nazi Friends of Progress, was sentenced to five years in Federal prison for violating the Wartime Sedition Act. Also sentenced at the same time for the same crime was Noble's elderly crony, Ellis O. Jones (Yale '99), who got four years. Federal Judge Ralph E. Jenney, denying this evil pair probation, declared that their crime "involves a conspiracy to set in motion an insidious force for disloyalty, disruption and disunity."

Since World War II started, Noble has loudly urged support of the Axis as "liberators of the world." Pearl Harbor only served to increase his rabid denunciations of the U. S. and its war effort. On Dec. 11, he and Jones conducted one of their mock impeachments of President Roosevelt before a large audience in Los Angeles. Presenting his "case," Noble screamed that "our country has not been attacked" and "Japan has done a good job in the Pacific. . . . I believe this war is going to destroy America." This outrageous performance, photographed by LIFE and shown below for the first time, was, in effect, Exhibit A in the Government's successful prosecution of these home-grown Fascists.

Noble was dishonorably discharged from the Navy in World War I, having refused to fire on the Germans. Since then his police record has ranged from looting telephone pay stations in Pittsburgh to balking California pension hunters.

From Washington last week it was announced that 26 other "Voices of Defeat" (LIFE, April 13) were being indicted for sedition. This time no misconception of the right of free speech would stand in the way of swiftly bringing them to their just punishment.

ROBERT NOBLE, HANDCUFFED TO ELLIS O. JONES (PAPER OVER FACE), IS LED FROM COURTHOUSE BY U. S. MARSHALS





"MRS. WARD, CAN YOU BE
HERE AT THE CENTRAL
OFFICE FOR DUTY AT
THREE O'CLOCK?"



"I GOT TWO TICKETS
FOR THE BALL GAME,
DEAR. HOW ABOUT IT?"



"MOMMY, WILL YOU
TAKE DORIS AND ME
SWIMMING?"



"I'll be there!"

FAMILY MEALS DON'T
TIE ME DOWN WHEN SOUP IS
OUR ONE HOT DISH!"



THIS VEGETABLE SOUP JUST MAKES A MEAL

Campbell's Vegetable Soup
Tomatoes stuffed with Chicken Salad
Bread and Butter Sandwiches
Fresh Blackberries with Cream

Fifteen different garden vegetables in a sturdy
beef stock make this soup so full flavored, so
satisfying that mothers say it's almost a meal
in itself! So planning a hearty lunch or supper
round bowls of Campbell's Vegetable Soup is
a quick and easy matter.

BUILD A COLD MEAL AROUND THIS HOT SOUP

Campbell's Chicken Soup
Sliced Cold Meat Potato Chips
Fresh Tomatoes
Raspberry Ice Cream

Just as sure as they like chicken they'll like
Campbell's Chicken Soup! Yes, most folks
say Campbell's heats even the best homemade
chicken soup. The broth is rich in chicken
flavor. And the pieces of chicken almost melt
in your mouth.

LOOK FOR THE RED-AND-WHITE LABEL

LUNCH IS EASY WITH THIS FAVORITE SOUP

Campbell's Tomato Soup
Bacon, Lettuce and Egg Sandwiches
Sliced Peaches Cookies
Milk

Perhaps the surest way to guarantee a meal
will please is to start it off with bright bowls
of Campbell's Tomato Soup. It tastes grand!
And what's more, it has a way of making the
whole meal taste better. A good soup to have
handy these busy days.



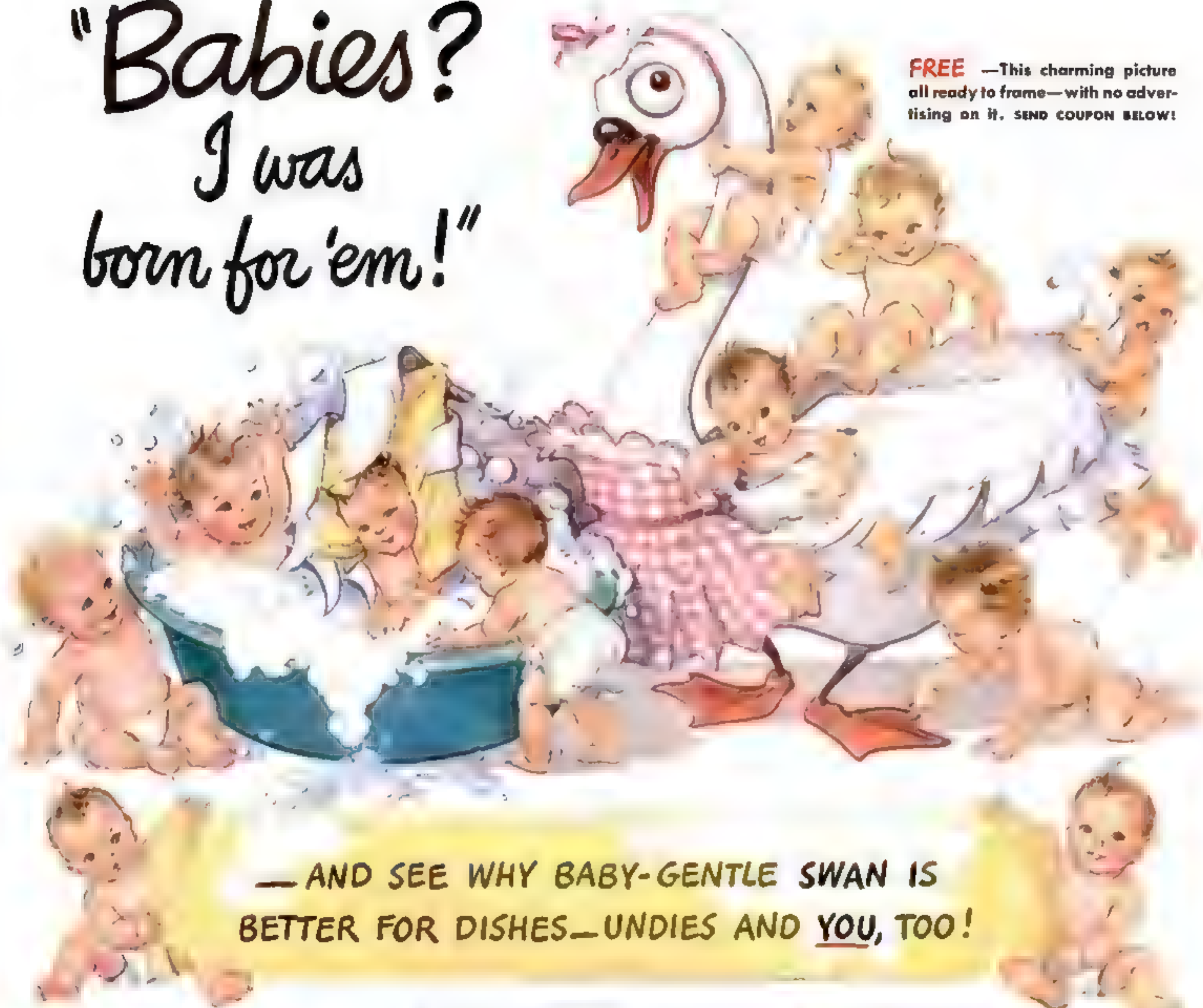
I'm off for a bike
On my bike on the bike
Then home for a bowl
Of the soup that I like!



Campbell's SOUPS

"Babies?
I was
born for 'em!"

FREE —This charming picture
all ready to frame—with no adver-
tising on it. SEND COUPON BELOW!



— AND SEE WHY BABY-GENTLE SWAN IS
BETTER FOR DISHES—UNDIES AND YOU, TOO!

**Baby-gentle? Swan's pure
as imported castiles!**

Swan-derful for bath, hands, face. You
can't buy a purer soap than baby-
gentle Swan.



**A sudsin' whiz—even in
hard water!**

Swan-derful for dishes. Suds fast and
the suds last! No need for strong,
easy-to-waste package soaps now!



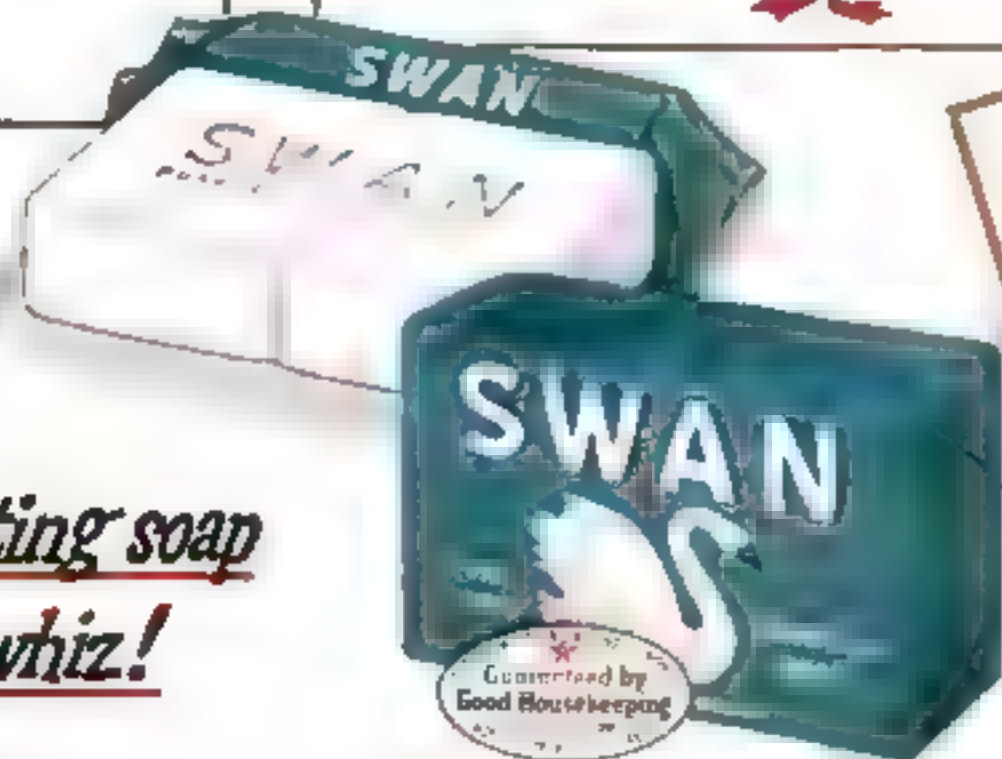
Each bar is thrifty twins!

Swan snaps easily into 2 swell cakes,
one for kitchen, one for bath. Swan
everything! It's thrifty!



SWAN

*The baby-gentle floating soap
that's a sudsin' whiz!*



**FREE! SEND FOR MY PICTURE
MAIL COUPON NOW!**

• Everyone who sees this adorable swan-and-baby picture is
so crazy about it that we've had it reproduced on art paper
—12" x 13"—with an attractive border. No advertising on it.
Just fill out coupon—paste on penny post card—and mail away!

SWAN, BOX 56, NEW YORK CITY
Please send me the swan-and-baby picture.

Name _____
Address _____
City _____ State _____
(Offer expires Nov. 1, 1942)



"Milya" was expressing himself in music at age of 5. These rare photos are owned by his aunt who lives in Philadelphia.



Mitya's family was upper middle class. Father was civil servant, mother studied music at St. Petersburg Conservatory.



Young composer wrote first symphony, which is still popular, at age of 19 while student at Leningrad Conservatory.

SHOSTAKOVICH

U.S. hears his Seventh Symphony
written during Leningrad siege

Dmitri Shostakovich, who was writing music about the Russian Revolution when he was 11 years old and who continued to write music about the Revolution until he became the Soviet's greatest composer, wrote his Seventh Symphony in Leningrad last year while the Germans were bombing and besieging the city. Ever since, the U. S. has been waiting to hear the symphony and U. S. conductors have been vying for the privilege of conducting its American premiere.

This prize fell to Arturo Toscanini who on July 19 led the NBC Symphony Orchestra in a broadcast of the Shostakovich Seventh. Listeners found the music uneven. But they also found many parts of it magnificent. Through it echoed the violence and agonies of the war which the 36-year-old composer himself was helping to fight. It ended in a burst of brassy glory written by Shostakovich to represent the "victory of light over darkness, of humanity over barbarism."



Shostakovich under siege did his part against Nazis. Decked out in fancy helmet, Shostakovich (far right) was a mem-

ber of fireman squad which guarded roofs of the Leningrad Conservatory, where the composer teaches. He also helped

dig trenches for soldiers on the city's outskirts. Somehow in all this he managed to find time to write his symphony.

"My wife's best friend did this to me!"

1. This Mabel is my wife's best friend... and from now on, she's a pal of mine, too! You see, I called for my wife at Mabel's house one evening after they got back from a First Aid class. When I got there...



2. Nothing would do but I had to pretend I'm badly wounded so they can show me some of the stuff they've learned. Next thing I know, the girls have got me practically buried in bandages!



3. When they have me tied up so I can hardly move, my wife says: "What do we do now?" So Mabel said: "While you try to unwind him, I'll start some coffee and we'll all have a cup!" But I said...



4. "Not me! I'm in bad enough shape now without drinking coffee at this time of night! I wouldn't sleep a wink. The caffeine keeps me awake!" "You can drink my coffee," said Mabel, "because I use Sanka Coffee. It's 97% caffeine-free!"



5. "And it can't keep anyone awake! I drink it every meal!" Well, I tried a cup, and was it good! "Of course, it's good! Why wouldn't it be?" said Mabel. "Sanka Coffee is real coffee... all coffee... nothing but delicious coffee!"



6. I went home and slept like a turtle on a log! Telling me about Sanka Coffee is the kind of First Aid I like. In fact, I'm so grateful I volunteered to act as a bandage-dummy any time they need me!

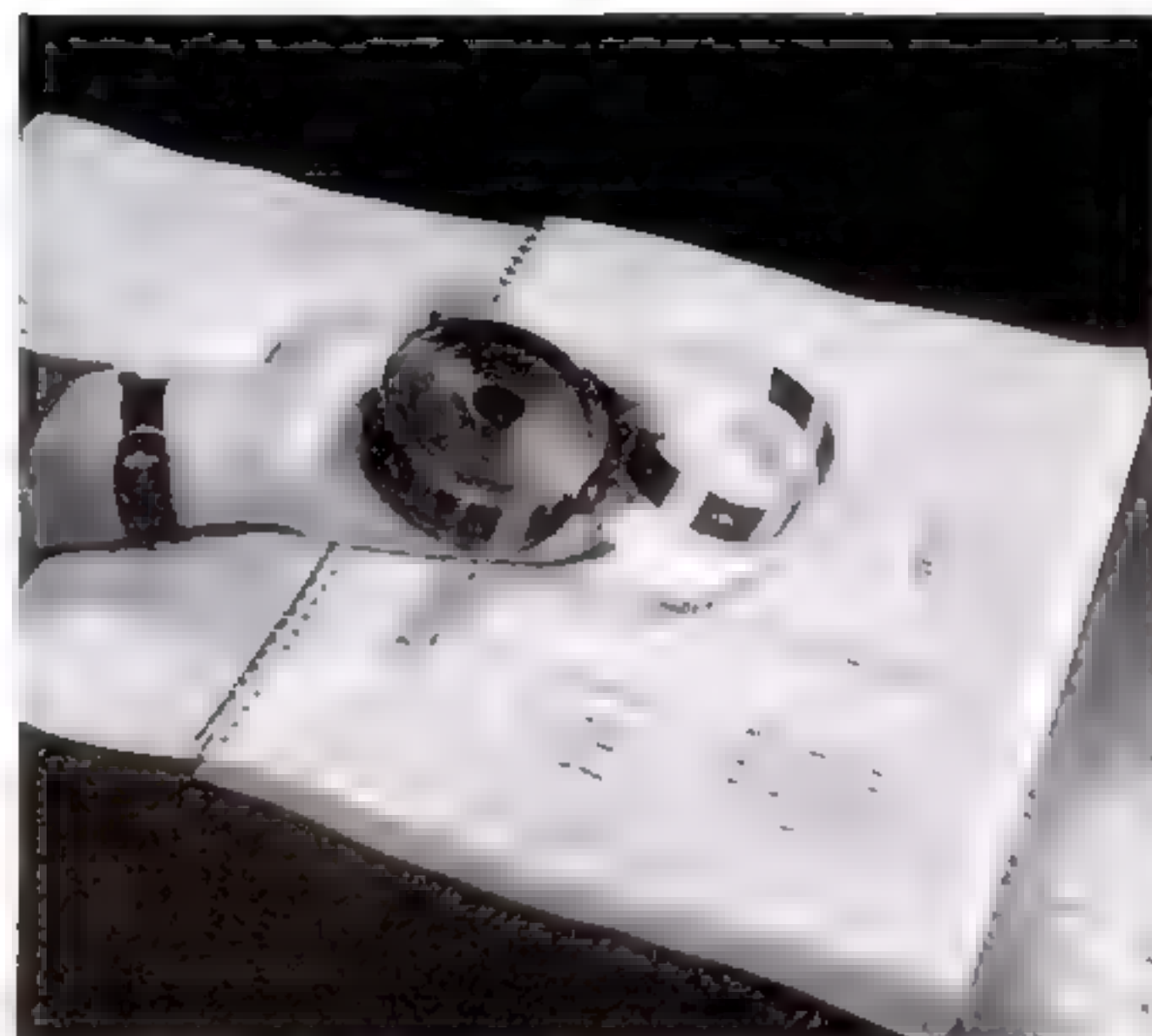


SANKA COFFEE
REAL COFFEE... 97% CAFFEIN-FREE

"Drip" or "Regular" Grind. Get a Pound at Your Grocer's Today!

KEEP COOL WITH ICED SANKA COFFEE... it's delicious! Be sure to make it strong—as all good iced coffee should be made—one and a half heaping tablespoons to a cup of water.

Shostakovich (continued)



Music came on microfilm to U. S. after 10,000-mile trip by rail, auto, plane. In New York, film was photographically enlarged. This is film and first page of symphony.



Microfilm was 100 ft. long. When enlarged the score took up 252 pages. When played without pause, the work took 75 minutes. Most people agreed it was a little too long.



Packed premiere took place in Studio 8-H, Radio City. Score calls for extra instruments, including total of nine French horns, so orchestra was enlarged to 110 pieces.



Your best friends—your neighbors

TODAY, ESPECIALLY, you and your neighbors have much in common. You share the same wartime problems.

And what is more logical than to share your recreation with them, too? You'll gain lasting friendships.

Through recreation, you'll renew your strength for the tasks of tomorrow . . . for the all-out effort that is sure to bring VICTORY. And by staying near

home, you'll save tires and gas . . . and more dollars for War Bonds.

It's a healthy trend—this return to good times at home. It's getting back to the fundamental form of recreation. In this return, card playing is more important than ever. *In fact, over four-fifths of your fellow Americans play cards.*

THE UNITED STATES PLAYING CARD CO.
CINCINNATI, OHIO
Makers of BICYCLES and CONGRESS playing cards

Recreation is Vital today

War is no fun—but recreation is a vital part of it. For without periodic refreshment, strength and spirits lag.

For the tasks of VICTORY, recreation is necessary to keep us fit. And fortunately we don't have to look far.

Good, wholesome recreation is to be found right at home.

83% OF THE PEOPLE OF THIS NATION TURN TO CARD PLAYING FOR INEXPENSIVE RECREATION

GABRIELLE

RENOIR'S FAMOUS MODEL NOW LIVES QUIETLY IN HOLLYWOOD

On the outskirts of Hollywood in a modest house lives a quaint little lady in her early 60's who speaks only French. With her is her slim, bearded husband who paints pictures like the great French Impressionist Auguste Renoir, and who looks astonishingly like him. Few of her neighbors know that she is Gabrielle, one of the world's most famous models, who posed for Renoir's best paintings and whose likeness hangs in the great museums of the world.

Near Gabrielle lives the noted movie director, Jean Renoir, the painter's second son. Gabrielle, her husband and Jean often get together to discuss old times, as shown in the picture at left. They like to reminisce on how Gabrielle came to be one of the Renoir family nearly 50 years ago. In the small village of Essoyes, France, where the Renoirs were spending the summer, Mama Renoir picked Gabrielle, then a rosy-cheeked peasant girl of 15, to nurse their infant son, Jean. But Gabrielle was not hired until after Renoir had given his approval because first requisite of all Renoir servants was that they have a skin that "takes the light." Gabrielle's did. Proof is that scores of her poses which brought Renoir his fame show Gabrielle caring for Jean, teaching him to read, feeding him. Eight of them are reproduced below.

In 1920 Gabrielle married Conrad Slade, an American artist who had gone to France to paint with Renoir. Meanwhile Jean, who had inherited his father's love for pictures, turned to photography, became a movie director. Two years ago Jean came to Hollywood. Last year Mr. and Mrs. Slade followed him.

GABRIELLE AND HER HUSBAND DISCUSS THE PICTURES OF AUGUSTE RENOIR WITH THE ARTIST'S SON JEAN (LEFT)



BUILDING FOR VICTORY

. . on land . . on the sea . . and in the air!



THIS IS another of Pontiac's reports to the American people on its Arms Production Program.

Long before Pearl Harbor, Pontiac applied its engineering and manufacturing resources to the task of producing weapons for our armed forces in the quantities they desired from us on schedule or ahead of schedule.

We think you will find this report of interest. Because, whether our gallant fighting men meet the enemy on land, on the waters of the earth or in the skies above, we are straining every effort to produce Pontiac-built material for them in ever-increasing volume.

On the Sea—As of the day this is written, Pontiac had shipped rapid-fire anti-aircraft cannon to the Navy, exceeding the contractual requirement for the period by no less than cannon. In addition, production of inner assemblies for heavy-duty engines has been doubled within 90 days.

In the Air—An "on schedule" rate of tooling in a brand-new plant is being maintained toward the goal of volume production of aerial —probably the most complicated and deadly offensive weapon ever devised. With volume production attained, this Pontiac plant is scheduled to produce aerial a day.

Whipping in the breeze on the flagstaff of one of Pontiac's armament plants, is the Navy "E" burgee, awarded January 20th last for outstanding production of anti-aircraft cannon. Since then, production of this much-needed weapon has tripled and now is seven months ahead of schedule. . . .

And we have assumed additional war assignments, including aerial , automatic field guns, inner assemblies for heavy-duty engines, tank unit assemblies and vital transport mechanisms. All these armaments for victory on land, on the sea and in the air are being produced for America's fighting men on schedule or ahead of schedule!

And on Land—The automatic field gun, adopted by the Army as its defense against the new low bombing and ground strafing technique is scheduled for production at a rate of a month with deliveries to begin on or before . Also for military vehicles are being produced at a rate of a month and tank unit assemblies are in volume production as you read this.

Because time and teamwork are essential factors for victory in the War of Survival, several

of these assignments have been accepted by Pontiac on a sub-contracting basis. They are receiving the same "all-out" attention as our prime contracts and are also "as scheduled or ahead of schedule."

Thus, Pontiac has many tasks but just one goal: To do everything in our power to provide American fighting men with more and better weapons for use in their struggle for victory on land, on the sea and in the air.



Seeking to cooperate fully in the war effort, Pontiac has voluntarily censored this advertisement.

PONTIAC



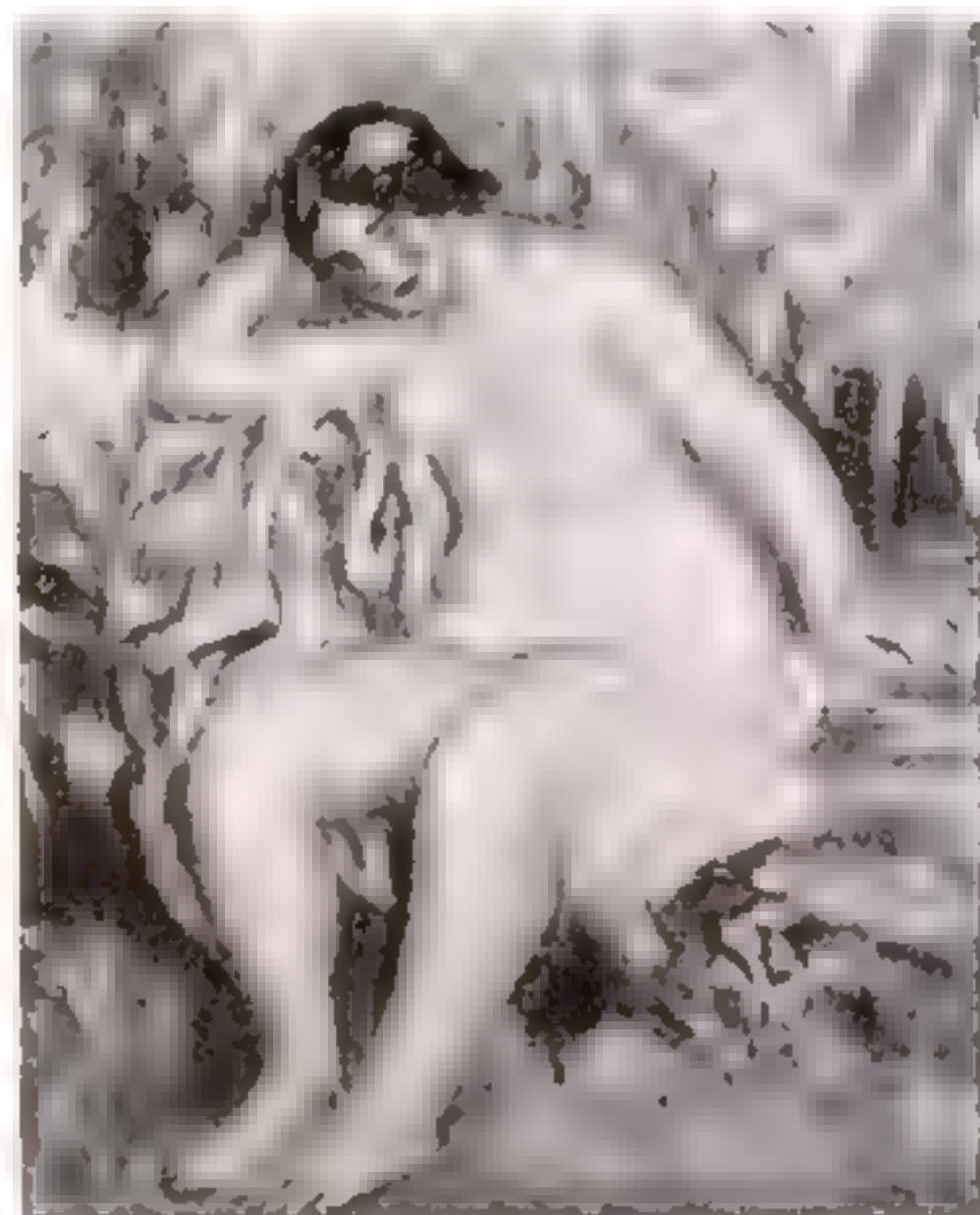
GENERAL MOTORS

Renoir Model (continued)

RENOIR PAINTED HUNDREDS OF PICTURES OF GABRIELLE

Auguste Renoir delighted in Gabrielle's growth from a buxom young girl to lush womanhood, recorded it in many moods as shown in the nine canvases below. Here Gabrielle is looking winsome in a big picture hat, admiring a new string of beads, lazily taking a bath, pensively sewing. The artist once said "I prefer to

paint servant girls. A woman's hands are lovely if accustomed to housework. When I've painted a woman so that I want to touch the canvas, then it's finished." Renoir liked his models to be "docile and placid." When he died in Cagnes, France, in 1919, he left more than 4,000 canvases, hundreds of them of Gabrielle.



Due to wartime shortage of pen repair parts

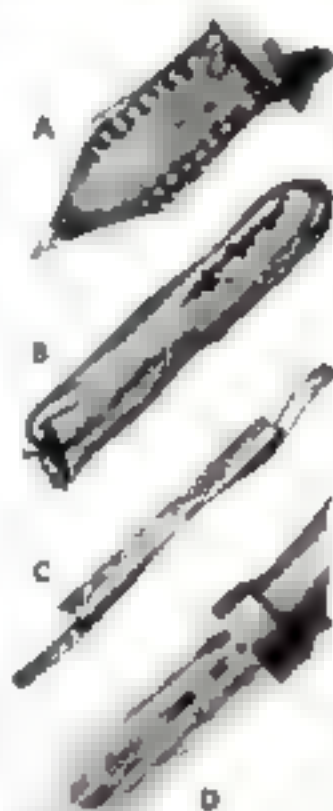
Take this Special Way to Guard Your Fine Pen

from pen-clogging, pen-corroding, rubber-rotting inks



INKS CAUSE ABOUT TWO-THIRDS OF THE PEN TROUBLES

- A. Many inks form gummy, pen-clogging deposits around feed and point.
- B. Inks strongly acid rot rubber parts such as sac, diaphragm, or packing, depending on type of pen, and
- C. Such inks corrode base metal parts of fountain pens, and also steel nibs of ordinary steel pens.
- D. Sediment in many inks clogs feed channel, shutting off the flow.



Empty Today and fill with Parker Quink

the pen-cleaning, pen-protecting ink containing solv-x

This magic new ingredient—solv-x—makes Quink an Ink which dissolves gum and sediment, *cleans a pen as it writes*—a Parker or ANY OTHER pen! Checks corrosion and rubber rot!

You may be badly, *sadly*, out of luck if your fine pen fails during wartime. Every day it's harder to get rubber and metal replacement parts. Yet now comes a simple way to protect your pen from attacks that cause about two-thirds of the pen troubles.

Just empty your pen today and fill it with Parker Quink—the brilliant new ink containing solv-x—a magic pen-cleaning ink ingredient developed by the chemists of The Parker Pen Company, world's leading pen experts. By adding solv-x, Parker has made Quink an Ink that **CLEANS YOUR PEN AS YOU WRITE**—a Parker or ANY OTHER pen.

Thus Quink dissolves the sediment and gummy deposits formed in your pen by pen-clogging inks. This keeps the point

and feed channel clean as a whistle—makes your pen write like a charm. Not only that, but Quink *checks corrosion and rubber rot* caused by inks strongly acid.

And mind you, unlike many inks, Parker Quink works to perfection with STEEL pens as well as FOUNTAIN pens. This added convenience makes it a favorite for *office* use as well as *personal* use.

Brief summary printed at the left tells why Parker Quink is a *better writing ink by every standard*.

It's easy to get Parker Quink for only 15¢ at any store selling ink. Start guarding your fine pen today by filling it with Quink containing solv-x. Don't wait till your pen is down and out.

The Parker Pen Co., Dept. L-8, Janesville, Wis

How Quink Excels

1. Contains solv-x—cleans a pen as it writes
2. Quink dries 31% quicker ON PAPER than average of four others, yet it does NOT dry in pen. Rich, brilliant, full-bodied—never watery, or gummy.
3. Works like a charm with both STEEL pens and FOUNTAIN pens. Here's a vast improvement and new convenience!
4. **PERMANENT Quink**, for permanent records and all documentary use, is as permanent as the paper! In colors most popular* it equals or excels U. S. Gov't specifications in 8 major ways.
5. **WASHABLE Quink**, the safe ink for home and school, washes out without a trace.
6. Quink checks corrosion and rubber rot.

QUINK IS MADE BY THE MAKERS OF THE FAMOUS PARKER PENS—AND IT MAKES MY WRITING LOOK SO ATTRACTIVE!



15¢, 25¢, up



7 COLORS

*BLACK *BLUE-BLACK *ROYAL BLUE *GREEN *VIOLET *BROWN *RED

©1942, THE PARKER PEN CO.

The Girls of Hollywood

On following pages are ten of Hollywood's favorite actresses, most of them photographed by Eliot Elisofon, and below on this page is a limb by limb report on their weights and measurements. LIFE presents this portfolio of pulchritude not only as a guide to ten lovely stars but also as an indication of current taste in American womanhood. For in such matters, Hollywood both influences and reflects the taste of the nation.

Physically, the average star of today is taller and healthier than her predecessors. A common expression among young men of Hollywood is, "Don't get yourself an actress for a girl," because the girls usually scoot home by 9 o'clock to insure a vivacious look next morning before a camera. For the same reason, most starlets drink little or not at all. Ambitious to increase their value as actresses, many stars privately study singing, dancing, diction. Wholesome living has been forced on Hollywood because commercially it pays off.

Styles in femininity change with the times, although such basic types as the siren and the home girl are reasonably eternal. Back when the movies were born, the stars were predominately fluffy and almost Victorian in their need for masculine protection.

In those days most of the movie-goers were male.

Later, to suit the post-war temper of the 1920's, came such flapper playgirls as Clara Bow. Then in the 1930's, new humor and sophistication were brought to the screen by such smart-Alices as Claudette Colbert, Myrna Loy and Carole Lombard, who were especially welcome in an era of depression because they seemed to know all the answers.

Today there is a trend towards more purely female allure, because men at war want women to be attractive. They also want them to be sympathetic and companionable.

The importance of an actress, however, is by no means determined by her male admirers for currently the majority of movie-goers are women. Women must approve the styles and manners of every movie queen. Increasingly, stars are recruited from the ranks of professional models, with the result that today's starlets are better dressed and better groomed than ever before, though it is doubtful if they are better actresses.

To serious students of womanhood, LIFE does not presume to offer any dictum or final word. It only offers the following pictorial evidence and bids them turn the pages and pursue it thoughtfully.

<i>Names</i>	<i>Age</i>	<i>Marriages</i>	<i>Height</i>	<i>Weight</i>	<i>Bust</i>	<i>Hip</i>	<i>Waist</i>	<i>Leg length</i>	<i>Foot size</i>
VERONICA LAKE	22	1	5'2"	98	34	33	21	33	5½AA
ANN SHERIDAN	27	2	5'6"	120	35	36	25	37	6C
RITA HAYWORTH	23	1	5'6"	117	35	35	25	36¼	6A
GENE TIERNEY	22	1	5'5½"	115	34	35	24	36	6½AA
LANA TURNER	21	2	5'3½"	110	34½	35	24	34	5½B
ALEXIS SMITH	21	0	5'7"	128	34	36	24	37½	6½B
HEDY LAMARR	26	2	5'6"	118	35½	34½	25	36	6½A
CAROLE LANDIS	23	3	5'5¾"	114	36¼	35	24	36	6A
ROSALIND RUSSELL	31	1	5'6½"	120	34½	36	25½	36½	6½AA
BRENDA MARSHALL	27	2	5'3"	103	33¼	35½	23¼	35	5A

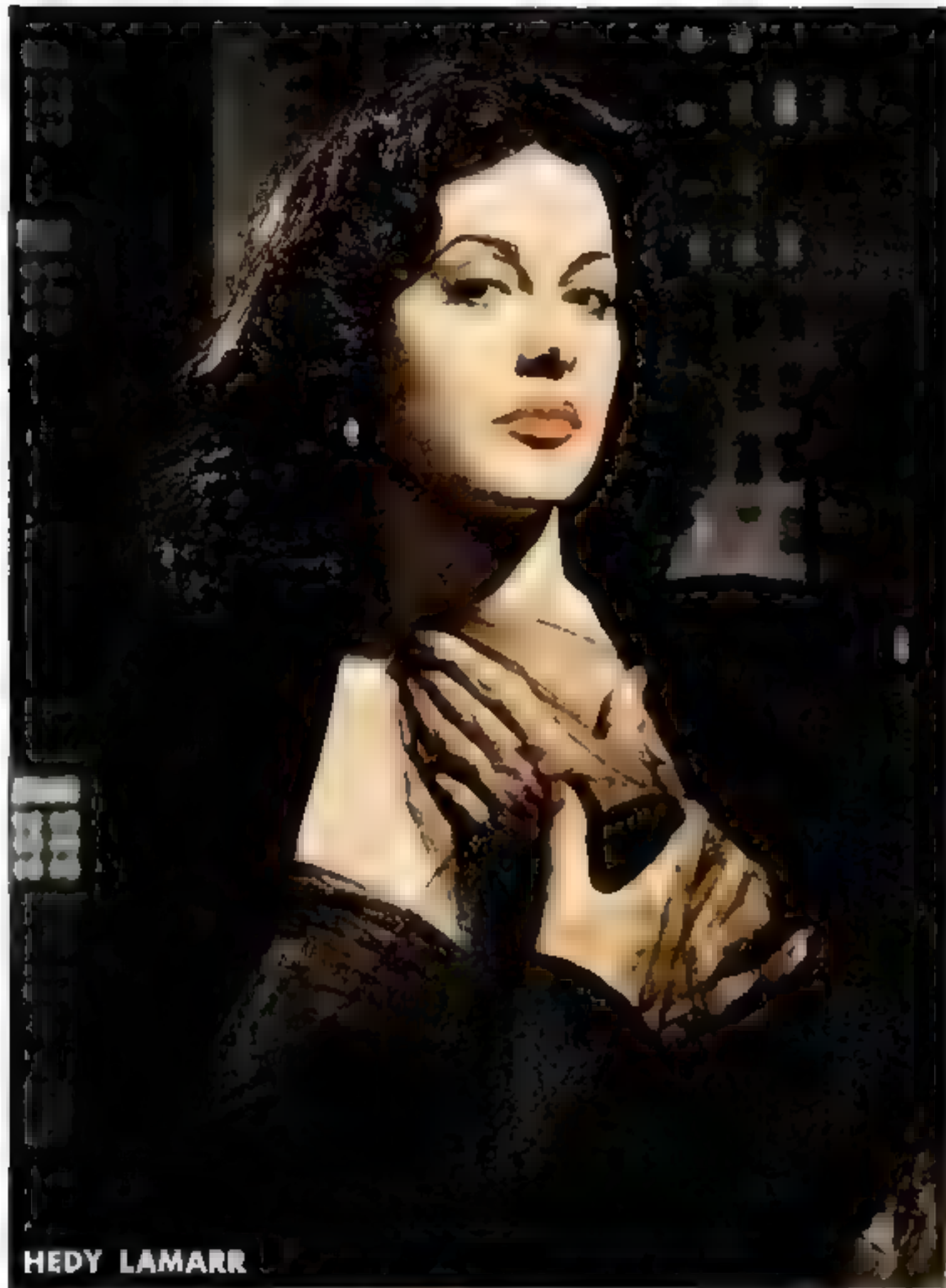


VERONICA LAKE





CONTINUED ON NEXT PAGE





SHOOTING STARS FOR LIFE, Photographer Elton F. Eason (left) con-
veyed so many tricky stage effects that even Hollywood techni-
cians were amazed. To show how Veronica Lake (page 4) preserves
her cool personality in the midst of an inferno, Eason had a row
of gas jets rigged up in Paramount Studios and posed Miss Lake

so close to this wall of flame (above) that he singed some of the price-
less Lake hair, which was never insured against fire. Below, Eason
is stunts with Ann Sheridan, preparing to shoot her against a 4-
ton wall of ice (page 4) being moved from an ice truck onto a spec-
ial Warner Bros. stage equipped with draupies for sea battles.



California's

NATURAL
DRINK!



5¢
Sold
Everywhere

FOUNTAIN FAVORITE FOR YEARS
...—NOW IN BOTTLES, TOO

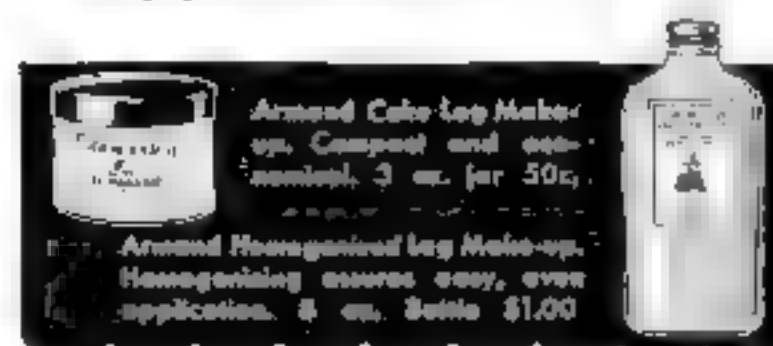


"MORE GLAMOROUS THAN
SHEEREST SILK OR NYLON
STOCKINGS," says lovely NBC star

Armand Leg Make-up gives your legs a beautiful silky sheen—more flattering than the finest hosiery. Goes on quickly—smoothly. Won't rub off. Now you can have the cool comfort of bare legs without an undressed appearance. Several weeks supply costs less than a pair of hose so you'll save extra money for war stamps. At best cosmetic counters.

ARMAND LEG MAKE-UP

Two popular shades—Dawn and Dusk







UPPER TWO-THIRDS OF THE C-46 WILL HOLD AS MANY AS 36 FULLY EQUIPPED TROOPS OR, AS SHOWN HERE, A SMALLER NUMBER AND A JEEP. THE PLANE'S TOTAL CAPACITY IS A SECRET

TRANSPORT PLANES

Most promising weapons in the battle of supply are the lumbering noncombatant planes shown on these pages, the transports. Last year, after a decade of world leadership, U. S. commercial airlines owned a total of less than 500 of them. This year, in dusty Army paint, those planes and a few others are flying men and supplies to points all over the world. Next year's planing calls for more than 10,000 transport planes, a force that will completely change today's schemes of

supply, may well put ocean shipping in second place. Transport planes today are doing a dozen different jobs. They fly freight—spare parts to combat planes in Australia, trucks and a hospital to Alaska, mail and payroll money to Panama. They fly passengers—brass hats to England, ferry pilots back from Africa, sick and wounded from the combat zones. And when there are enough of them, they will fly parachutists and air a fantry straight into battle like these troops below.



THE CURTISS C-46 CRUISES NEARLY AS FAST AS A FIGHTER

DOWN THE DOUBLE GANGWAY OF A C-46 MEN COME AT A RUN



THEY LINE UP IN REVIEW AND STILL MORE MEN POUR OUT



JEEP TRUNDLES OUT LAST AND PLANE IS EMPTY





TANKS EXTENDING DOWN THE LENGTH OF THIS C-47 CARRY GAS FOR OCEAN JUMPS



C-47'S LINE UP WITH COMBAT PLANES AT A FLORIDA AIRFIELD, READY TO FLY ABROAD

DC-3 (C-47)

Backbone of the U. S. air transport force is the Douglas DC-3, called the C-47 by the Army. Given hard use by the airlines since 1936, it has proved itself a sturdy, reliable plane, easy to handle. With reinforced bottom and large loading doors, the C-47 is a good cargo carrier. With jump-seats instead, it can carry passengers, parachutists or air infantry. With extra fuel tanks it can fly far beyond its normal range of 2,000 miles. An all-purpose transport, it is the U. S. equivalent of the German Ju-52 but with greater range, speed and load capacity. The Ju-52's only superiority lies in its shorter take-off distance. Douglas is now turning out C-47's as fast as it can for the Army and the Navy.



Stripped of all trimming, the interior of a military DC-3 is bare and rugged. The bucket seats lined up along the sides

are scooped out to fit seat-pack chutes of parachute troops. The floor is reinforced to bear up under heavy loads and the

seats fold down against sides when plane is used as a cargo carrier. The vents in the windows are for passengers' guns.

CONTINUED ON PAGE 52

"Give 'em Your Shirt!"

This is the Spirit that
will Equip Our Boys
...On Time!

A TASK FORCE in a Pepperell mill is working night and day so a U.S. Navy task force in the Pacific can have a chambray fatigue shirt to its back. All the war-duty tasks that can be fed into our miles of looms, Pepperell eagerly undertakes. Regular fabrics for civilian needs may be made *after*—and *only after*—Task No. 1 is done. The Pepperell goods you find in your stores are made on that basis only, and will be, for the duration.

Victory is *Everybody's*
Business



PEPPERELL
FABRICS

Pepperell

TWILL for Army Shirts
FLANNEL for Bandages
POCKETING for Uniforms
ABRASIVE CLOTH for Machines
SHEETS for Hospitals and Targets

CHAMBRAY for Navy Shirts
TOWELS for the Army
MARQUETTE for Head Nets
BANDOLEER CLOTH for Bullets
BLANKETS for Merchant Ships

SEND 10¢ TO PEPPERELL MANUFACTURING COMPANY, 160 STATE ST., BOSTON, MASS., FOR REPRINT FOR FRAMING (NO ADVERTISING)



PERFORMANCE OF THE C-54, SHOWN FLYING HERE, IS SECRET, BUT IS KNOWN TO BE BETTER THAN THAT OF ORIGINAL DC-4, WHICH COULD CARRY SEVEN TONS AT 210 M.P.H.

DC-4 (C-54)

Biggest transport in the air today is the Douglas DC-4. More than twice the weight of the DC-3, it is substantially faster and has a longer range. Known to the Army as the C-54, the first model was flown in 1938, tested by a

number of U. S. airlines and then sold to the Japanese. The plane has a tricycle landing gear, stands high enough off the ground to be able to carry equipment hanging under the belly. Long cylindrical fuselage of the C-54 is pressurized.

FORTY C-54s WERE ORDERED BY THE AIRLINES IN 1940 FOR DELIVERY THIS YEAR. ARMY HAS NOW TAKEN OVER THIS ENTIRE ORDER AND SIGNED CONTRACTS FOR MANY MORE.





"With those specs, Mrs. Hicks, you can see clear down to Wiggin's Corner!"

Promising much — giving relatively little, the Spectacle Peddler plied his trade among the country folk in the early nineties. He rendered a crude but useful service.

The Peddler's case held many pairs of glasses. His nimble mind held many a trick of trade. With quick tongue and gracious gesture he outsmarted slower intellects—sold and bartered with sure conviction. His spell-binding eloquence knew no restraint, excepting on rare occasions when dealing with those whose insight was inherently sharper than their eyesight.

People who bought glasses from the Spec Peddler did their own fitting by the simple method of trial-and-error. They tried on ready-to-wear glasses until they found the ones that felt good, hence seemed to "fit."

The all important essentials in eye comfort and visual efficiency—examining, refracting, and prescribing, and/or interpreting, fitting and servicing were yet to come.

Today, care of the eyes can be entrusted to men whose education, training, experience and ethical standards assure eye comfort. Thanks to professional

skill and services, we no longer need sacrifice our sight to trial-and-error methods.

Don't look for bargains in visual efficiency. Think about your priceless sight. Select your Ophthalmologist, Optometrist, Ophthalmic Dispenser—with the utmost care.

"Spectacles can never be any better than the prescription they interpret and then only if they fit your individual needs."*

Glasses are important, but the knowledge of the men who prescribe and/or fit them is vastly more important.

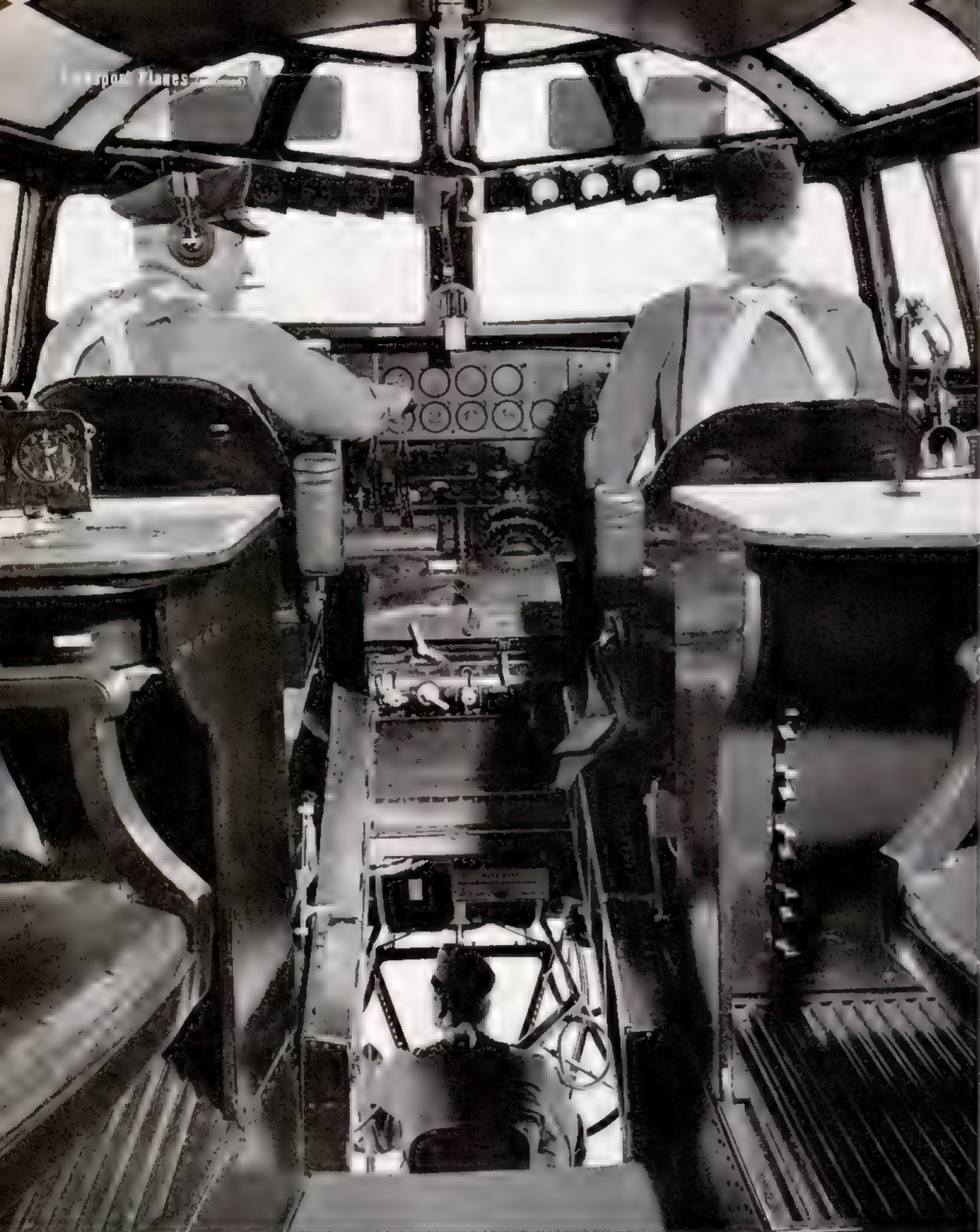
*From the AMERICAN Plan

American Optical

COMPANY

FOUNDED IN 1833—THE WORLD'S LARGEST SUPPLIERS TO THE OPHTHALMIC PROFESSIONS

Copyright, 1942, U. S. A., by American Optical Company



FIRST FLIGHT OF THE B-19 SAW TEST PILOT COLONEL STANLEY UMSTEAD AT THE CONTROLS, CHEWING HIS TRADITIONAL UNLIGHTED CIGAR. B-19 HAS A USEFUL LOAD OF 25 TONS

B-19

As the Army continues to get bombers with longer ranges and greater load capacity, some of them will certainly be turned into transport planes. Forty thousand redesigned B-19's, the world's biggest bombers, could do the work of the whole Allied merchant fleet. Meanwhile, steel shortage

and the submarine blockade have largely neutralized U. S. ship construction. Henry J. Kaiser, shipbuilder extraordinary, now wants to build cargo planes as well. He offers to convert a Navy bomber, the Martin Mars, and build 5,000 a year in his yards. So far, no one has accepted his offer.

LUCKY STRIKE MEANS FINE TOBACCO!

One of a series of paintings of the tobacco country by America's foremost artists



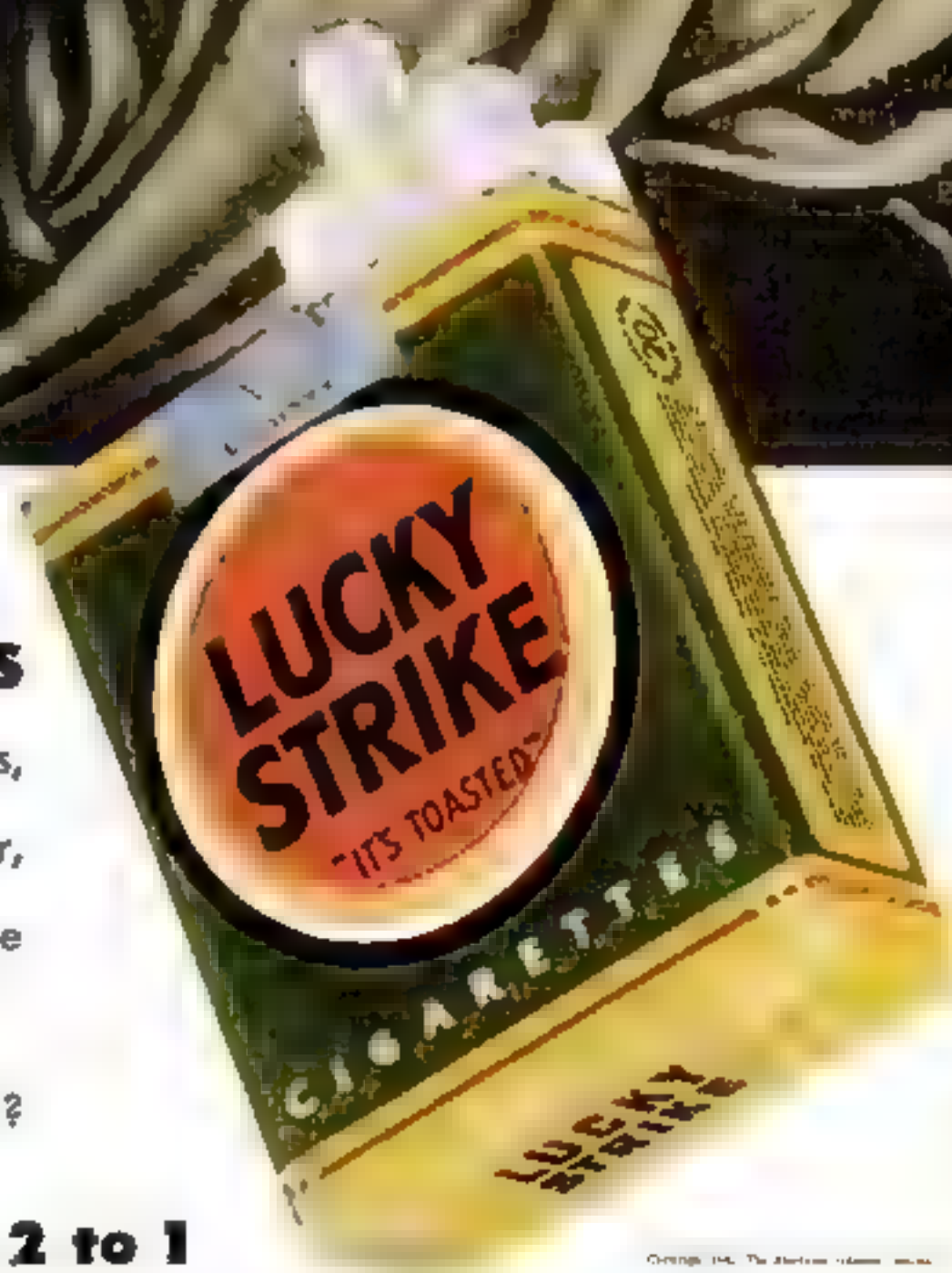
"Inside the Warehouse," by Georges Schreiber. Painted from life in the tobacco country.

IN A CIGARETTE, IT'S THE TOBACCO THAT COUNTS

...and Lucky Strike means fine tobacco! Independent tobacco experts—buyers, auctioneers, warehousemen—see us consistently pay the price to get the finer, the milder leaf... These men make Lucky Strike their own choice by more than 2 to 1.

Isn't that worth remembering...worth acting on...next time you buy cigarettes?

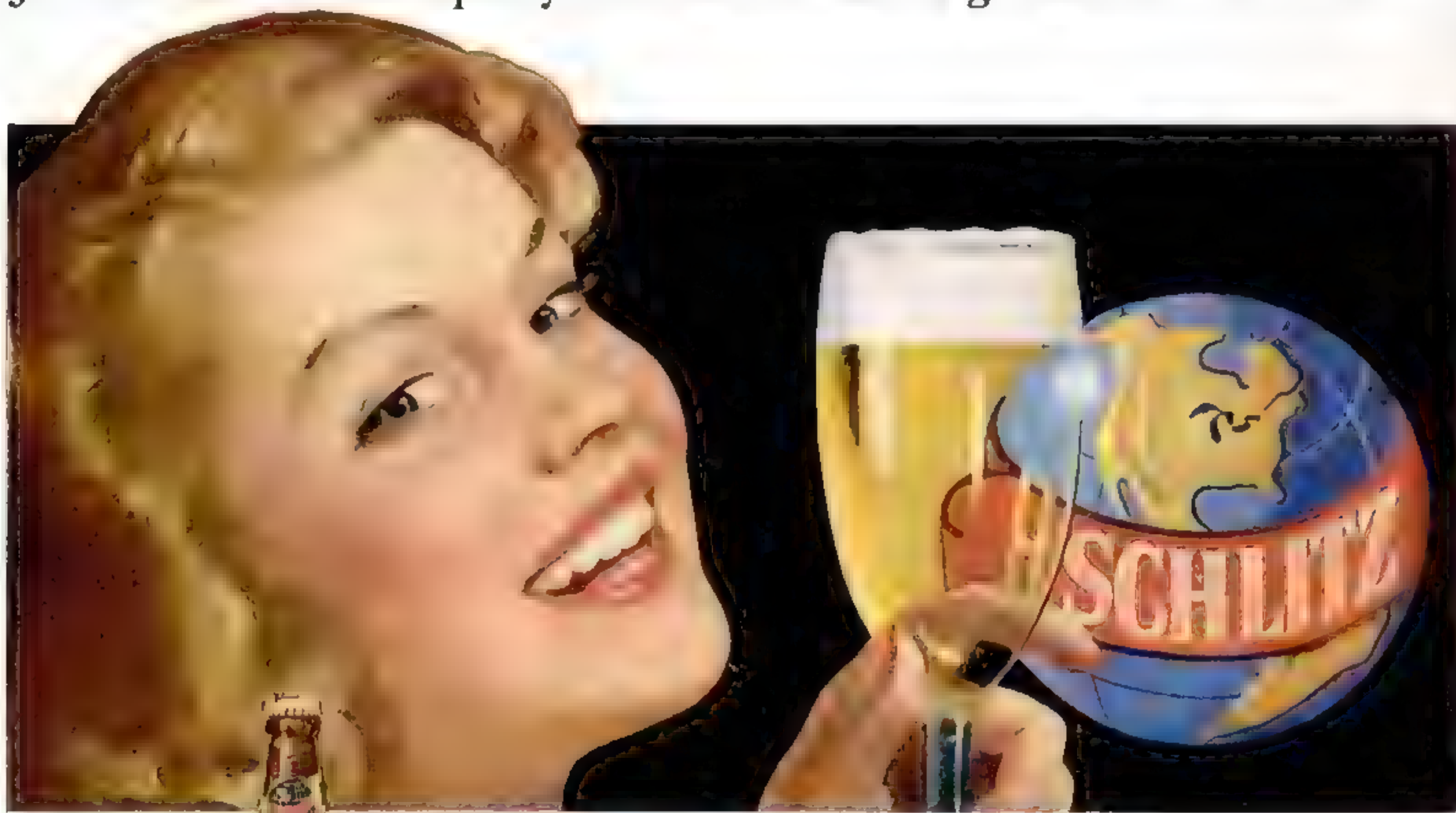
With men who know tobacco best—it's Luckies 2 to 1



Copyright 1941, The American Tobacco Company



The world looks brighter when you've discovered that famous flavor found only in Schlitz. That's because Schlitz methods of brewing control capture only the delicate flavor of the hops, none of their bitterness. No wonder Schlitz is honored around the world as *America's most distinguished beer*. Once you taste Schlitz—brewed with just the kiss of the hops—you'll never want to go back to a bitter beer.



Copyright 1947, Jos. Schlitz
Brewing Co., Milwaukee, Wis.



JUST THE *Kiss* OF THE HOPS
none of the bitterness

In the familiar 12-ounce bottle. Now also available in
the NEW Schlitz GUEST BOTTLE containing one FULL QUART.

THE BEER THAT MADE MILWAUKEE FAMOUS



HOW TO TRANSLATE ACCURATELY THE ROUND SURFACE OF THE GLOBE TO A FLAT MAP IS PROBLEM OF CARTOGRAPHY

MAPS GLOBAL WAR TEACHES GLOBAL CARTOGRAPHY

Until the fifth decade of the 20th Century, knowledge that the world is round was of little immediate importance to most of the inhabitants of this planet. It was a fact that concerned some physicists and geologists, and all astronomers, navigators and map makers. But for most people, once they learned the lesson in school, the earth for all practical purposes was flat. Even now, when they contemplate it in larger terms, people picture their world as rolled out flat on a map that was first projected by Gerardus Mercator only 48 years after Magellan's voyage (see next page). Today, however, the round

world is the prize of global war. Mercator's projection cannot tell this story. No one can read the map of this war until he has comprehended the fact that the world is round and that no map can give an entirely truthful picture of its surface.

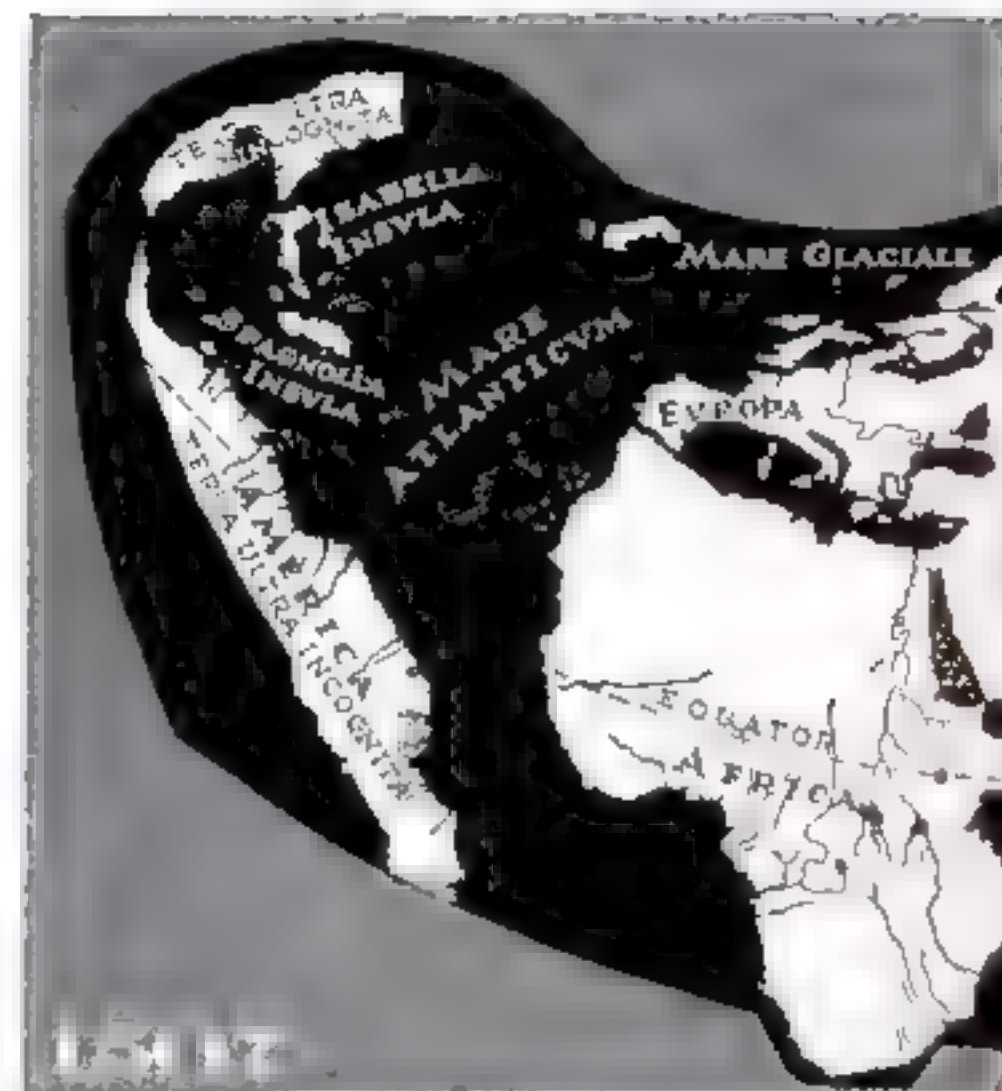
Exact translation of the surface of the three-dimensional sphere into the two-dimensional plane of a map is a mathematical impossibility, one step more impossible than the squaring of the circle. The cartographer may elect to show correct scale, or correct shapes, or correct areas, or correct directions, or great circles, or a true visual picture of the globe. He can

even show a few of these together, but he can never work them all into one world map. Before a map can be trusted or put to use, therefore, the purpose for which it was drawn must be clearly understood.

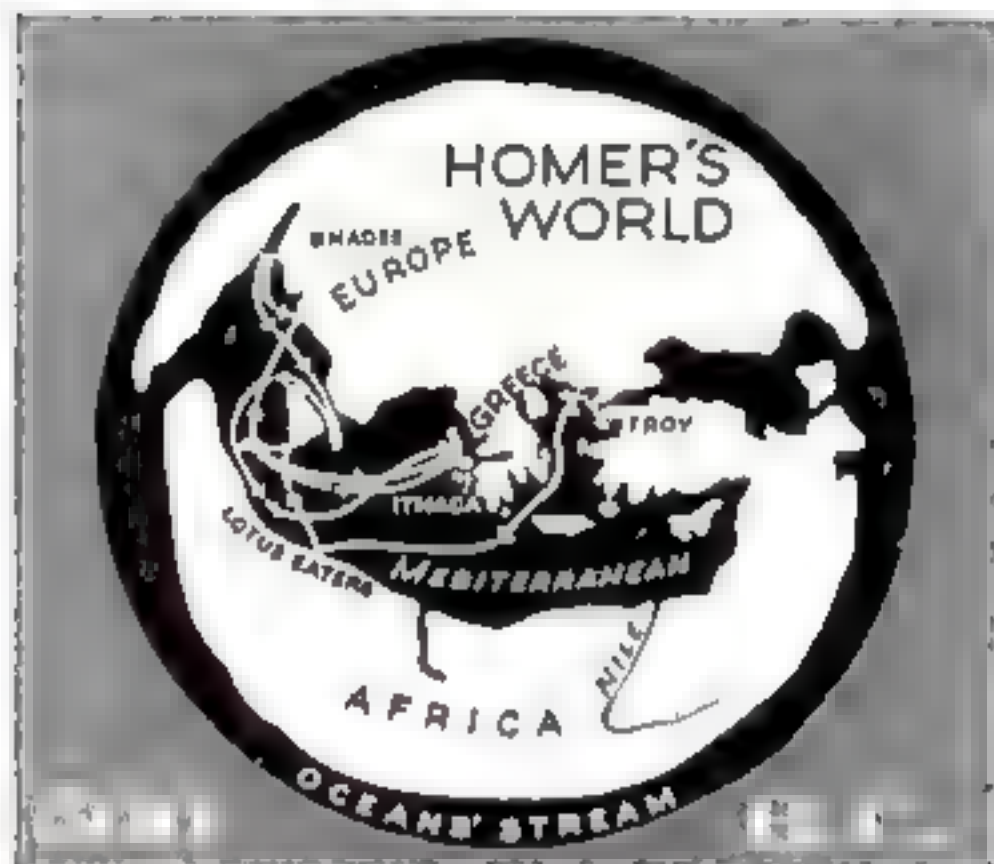
Mercator drew his map to show true directions to navigators who sailed by the wind and steered by the compass. The Mercator projection is a mental hazard in a war that is plotted on great circles across the land and sea and through the air. On following pages are shown some of the landmarks of cartography and the three major map projections that are essential to planning and comprehension of a global war.



PTOLEMY'S MAP, WITH ACCURATE DETAIL ON EUROPE, WAS BEST FOR 1,300 YEARS



WALDSEEMÜLLER'S MAP IS "BIRTH



GREEKS MAPPED MEDITERRANEAN

GREEK PHILOSOPHERS

The Greek philosophers in the 4th to 2nd Centuries B. C. did not need a Magellan to demonstrate to them that the world is round. They proved it by geometry. And by the same rules of spherical and plane geometry that lay out our world maps today, they made the first projections of the round surface of their known world onto flat maps. This was a great advance over the 6th Century B. C. world of Homer, flat and disk-shaped, bounded by an endless ocean (left). But even though the Ionian Greeks traced Ulysses' legendary journey to Hades, they drew a surprisingly accurate picture of the Mediterranean Sea. It was Eratos-

thenes of Cyrene in the 3rd Century B. C. who founded mathematical cartography. He proved that the earth is round, measured its circumference with an error of only 14%, and laid out the first system of latitude and longitude parallels and meridians. Greek maps after Eratosthenes showed the world, with impressive accuracy, from the headwaters of the Nile to the southern tip of Scandinavia, from the Ganges westward to Ireland. Culmination of Greek cartography was the atlas made by Ptolemy of Alexandria (150 A. D.). Ptolemy's map of the world, like his geocentric universe, held sway for 1,300 years. His fan-shaped Africa, his rivers



1630

This is Guillemus Blaeuw's 1630 version of Mercator's projection, great navigation map because all its compass directions are true. Vertical line cutting tip of Brazil

is Pope's Line, by which Alexander VI in 1493 halved the world between Portugal (east) and Spain (west). Note polar projections, correcting polar distortion.



CERTIFICATE OF THE NEW WORLD



RIBERO'S MAP ESTABLISHED OUTLINES OF WORLD, WAS FIRST TO SHOW PACIFIC

MADE FIRST MAPS OF ROUND WORLD

across the Sahara Desert, his blunted India, his misplaced Ceylon (Taprobana), all appear on the first maps of the Renaissance. His exaggerated Mediterranean, 20° too long, was not corrected until 1700.

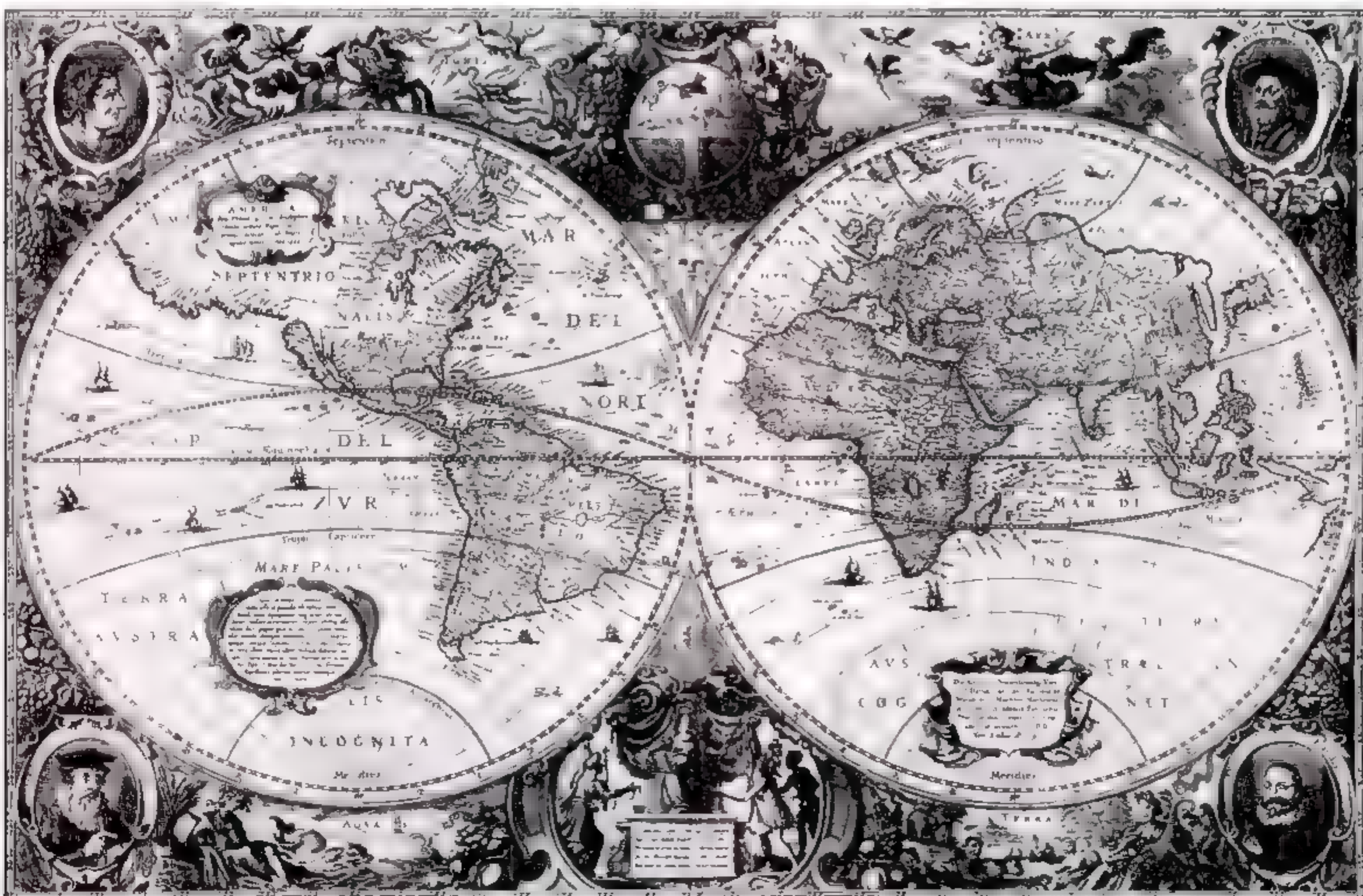
After Ptolemy, through the centuries of the Roman Empire and the Holy Roman Empire of the Middle Ages, cartography all but vanished as a science. The early Renaissance prepared for the Age of Discovery by disinterring the atlas of Ptolemy. The first landfalls of the explorers were recorded as extensions of the Ptolemaic map. It is on such a map, made by the Alsatian cartographer Waldseemüller in 1507, that the

name "America," in disproportionate tribute to Vespucci, first appears. Then in 1529, only 37 years after Columbus' discovery, the work begun by the Greek geometrists was finished and the world was unrolled on a map of its full 360° circumference. This map, projected by Diego Ribero, bounded the vast breadth of the Pacific just crossed by Magellan, located America as a continent and corrected the Ptolemaic picture of Asia.

World center for cartography in the Age of Discovery was Holland, then a major marine power. With access to the logs and charts of the ships of all nations, Dutch cartographers produced a succession of encyclo-

pedic atlases, unrivaled for style and beauty. They overlooked few methods of projection, established all the important systems now in use. Most familiar is Mercator's, the projection in which almost everyone today visualizes the world. Dutch cartographers also divided the world in half and gave the New World a hemisphere to itself. Not the least wonderful feature of Dutch maps is their decoration, which inspired Swift's lines.

*So geographers in Afric maps
With savage pictures fill their gaps,
And o'er uninhabitable downs
Place elephants for want of towns.*



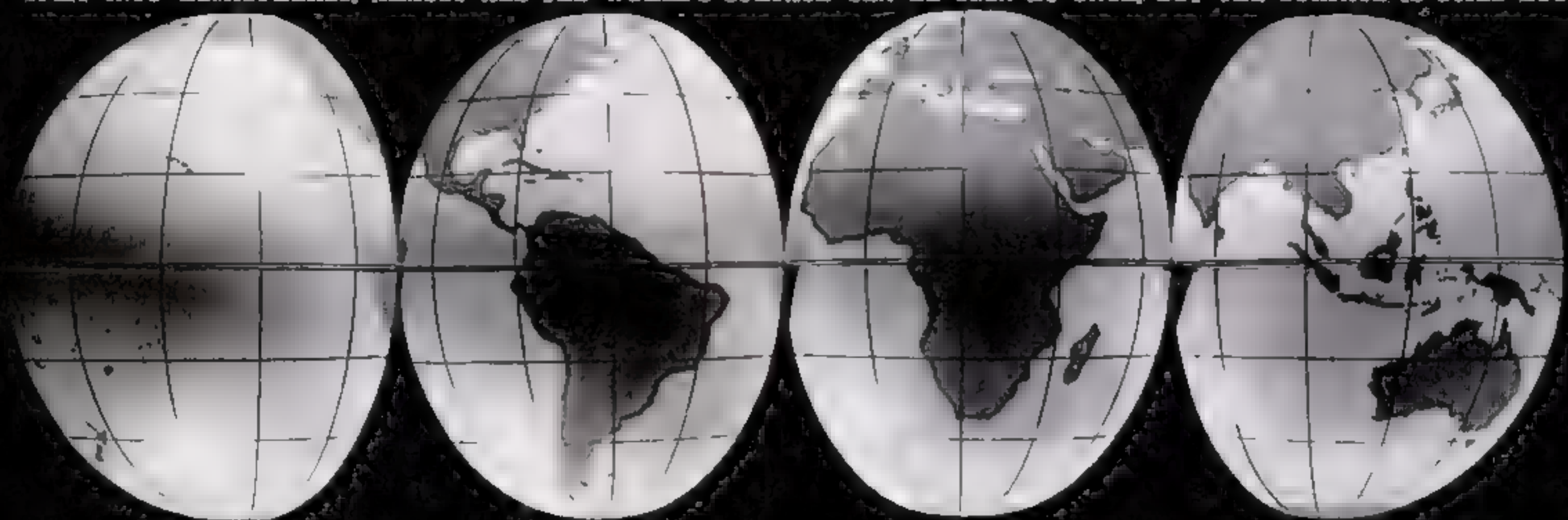
1641

This is a highly decorative two-hemisphere map from a Hondius Atlas. Note the portraits of Explorer Caesar and Cartographers Ptolemy, Mercator and Hondius

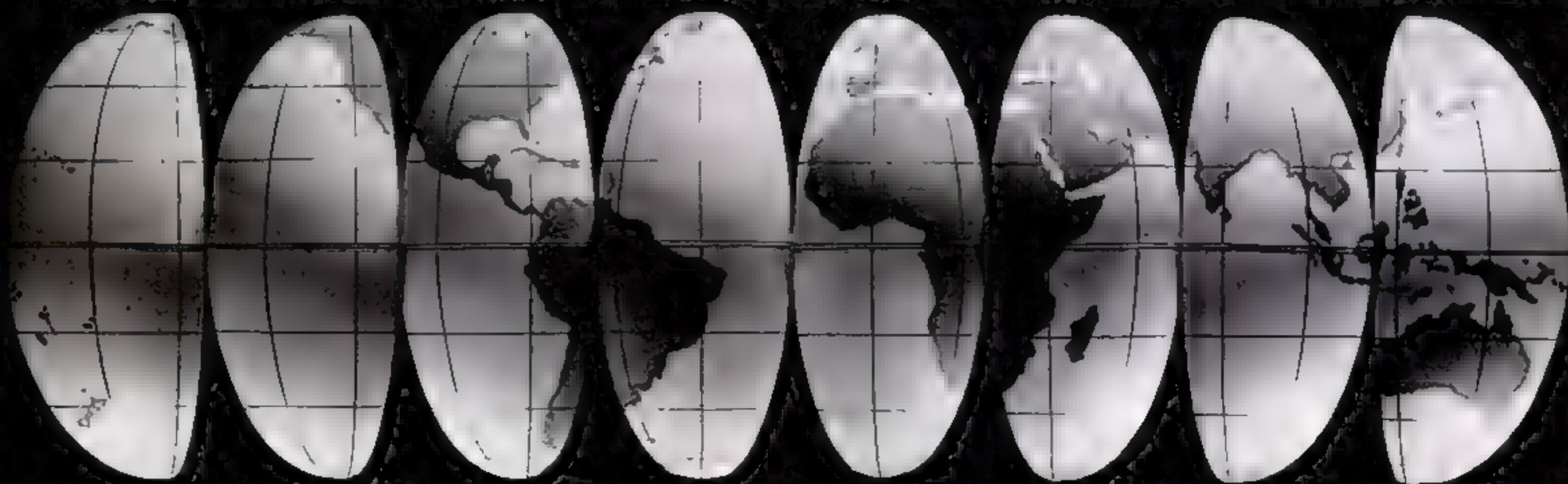
the Elder. Erroneous Pacific coastline of North America, based on explorations of Sir Francis Drake, and the "island" of California persisted in maps until after 1700.



SPLIT INTO HEMISPHERES, ALMOST ALL THE WORLD'S SURFACE CAN BE SEEN AT ONCE, BUT THE SURFACE IS STILL ROUND



QUARTERED SEGMENTS SUGGEST A MAP. SEGMENTS CANNOT BE FLATTENED MECHANICALLY WITHOUT IRREGULAR DISTORTION



THE EIGHT SEGMENTS TOGETHER LOOK LIKE A DISCONTINUOUS MAP. SURFACES OF SEGMENTS (BELOW) ARE STILL CURVED





WORLD OF SAILING SHIPS was laid out by Mercator for navigators who hunted winds and steered their ships

by magnetic compass. Its scale is accurate only along the equator. This is a world for circumnavigation parallel to the

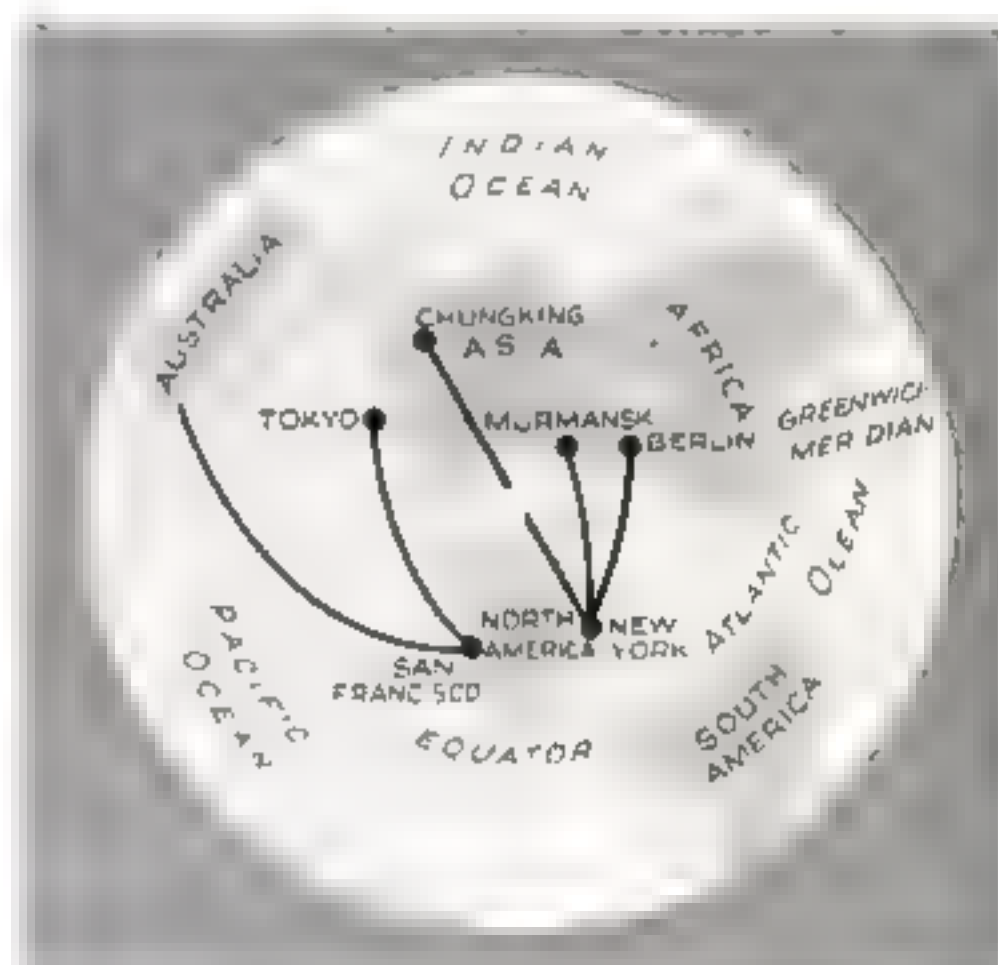
equator. Arctic and antarctic regions, in which no one could then travel, are stretched to the full length of the equator.

HISTORY MAKES NEW MAPS

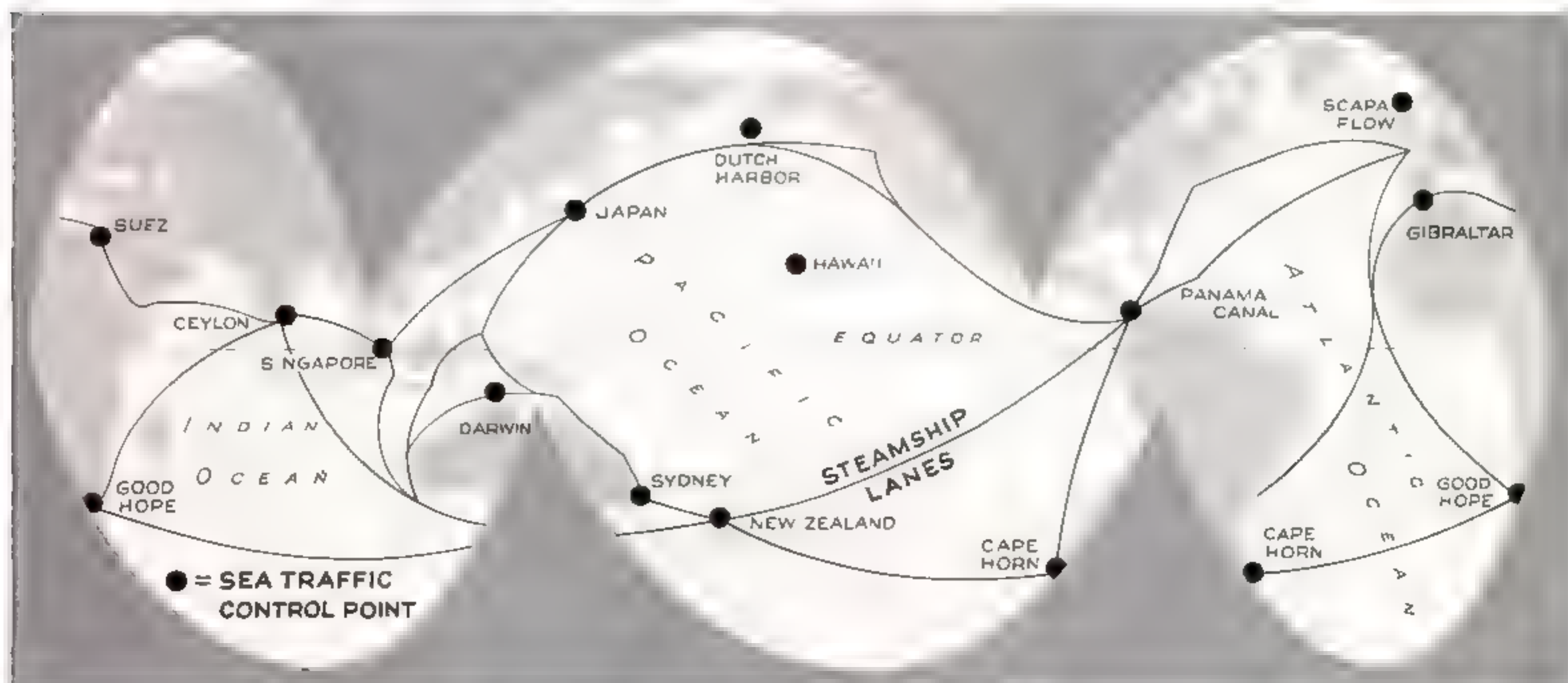
For a picture of the world as a whole, a map is only a poor substitute for a globe. The first lesson in map-making is the fact that the surface cannot simply be peeled off the globe and flattened into a map (see opposite). The surface must be torn or stretched before it will flatten out. This is precisely what is accomplished by scientific map projection. Distortions are distributed under mathematical control to maintain accuracy in some areas at the sacrifice of accuracy in others. In a few special maps distortion is relieved by cutting or interrupting the less-important areas (see below). Because no map can tell the whole truth, each map tells only the truth which is useful to those who must use it.

In the world of sailing ships it was most useful to

know true compass directions. Hence Mercator's projection (above). In the world of steamships, it was important to know the great circles (the shortest distance between two given points along surface of globe) across the oceans between major ports and naval bases. Thus, Mahan's world of naval power, is shown below in the interrupted ocean-basin map designed in 1923 by J. H. Goode, of the University of Chicago. Of least interest to the world of Mercator and Mahan was the Arctic ice cap which the two maps completely sacrifice to distortion. In the world of airpower, communications lie in great circles across land, sea and ice cap without distinction. The polar azimuthal projection (right) shows that many important great circles lie far to the north, some of them across the polar region.



AIRPOWER WORLD shows shortest routes between major centers lie in area of Mercator's greatest distortion.



WORLD OF NAVAL POWER is three ocean basins, separated by narrow channels on which are planted the nav-

al bases. Until this war began almost all these control points were under Anglo-American hands. The steamships laid their

courses as closely as possible along the great circles, which plot the shortest distance between points on the round world.



CYLINDER AND CONE are wrapped around globe, tangent to a parallel of latitude. Note extreme distortion in polar latitudes on cylinder, which results from straightening of meridians. Cone achieves good projection of temperate zone, distorts other latitudes.



MERCATOR DISTORTION

GREENLAND ON THE EQUATOR

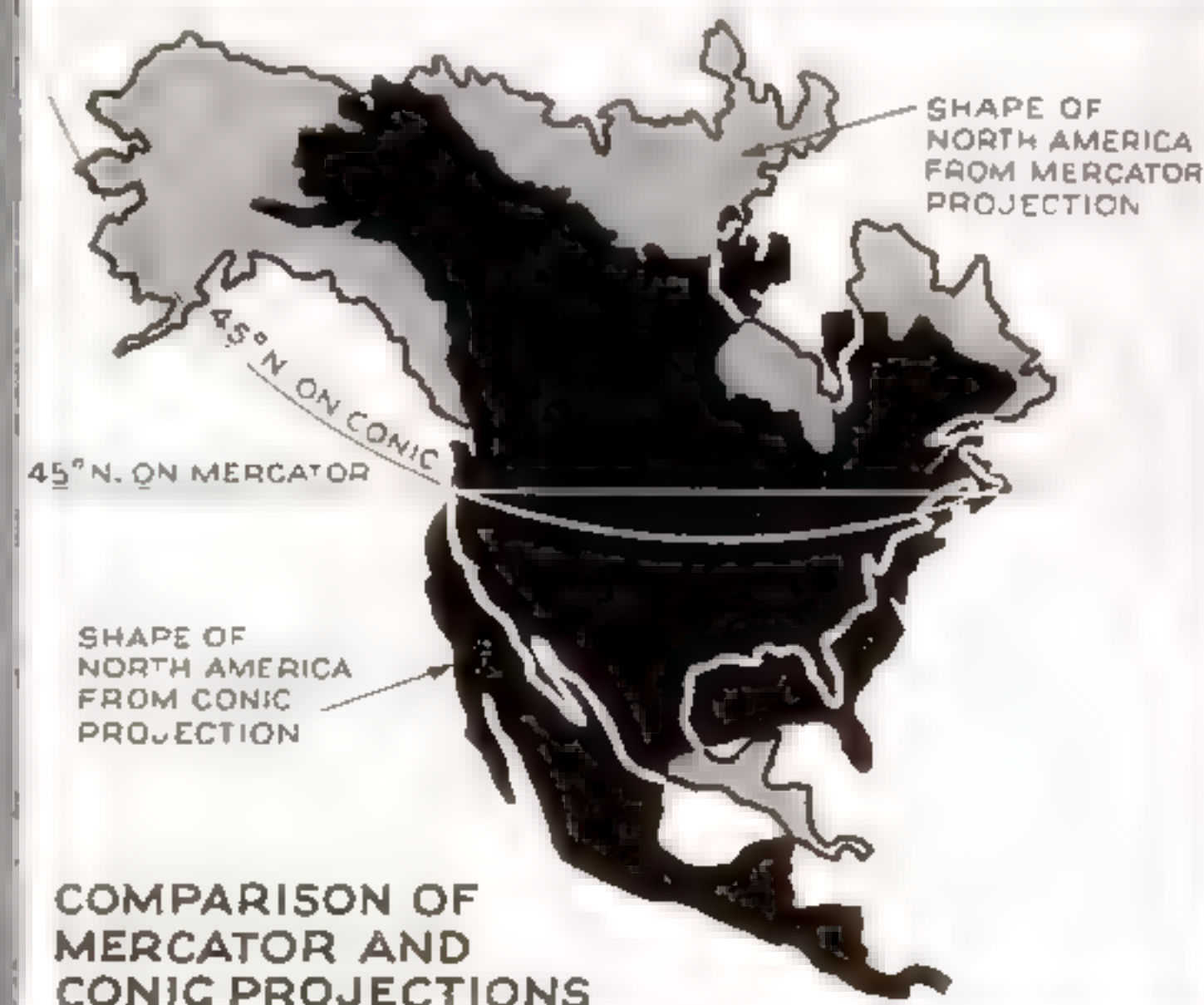
GREENLAND ON THE ARCTIC CIRCLE

GREENLAND, an island, inflates to subcontinent size in Mercator distortion. The little Greenland (inset above) is island as it would appear on a Mercator projection if it lay on the equator.

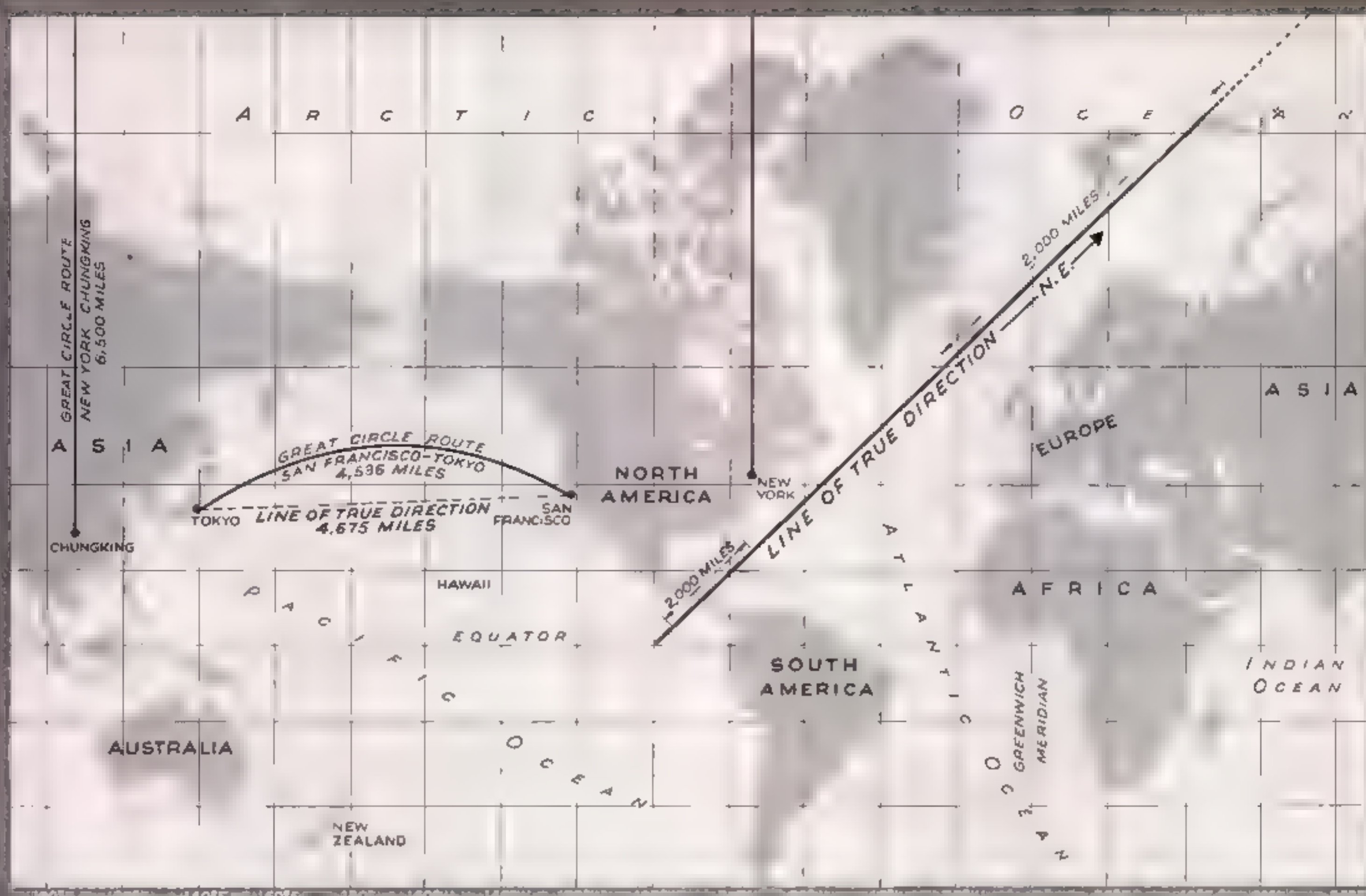
MAPS FROM CONES AND CYLINDERS

All maps, excepting a few of special design, are derived from projection of the globe on a cylinder, cone or plane. Shown here are the cylinder (Mercator) and cone projections, from which come our traditional pictures, respectively, of the world as a whole and of the U. S. The cylinder and cone are laid tangent to a parallel of latitude. The grid and geographical features are projected from some convenient point, or according to a mathematical formula that will give the desired distribution of distortion. The cylinder or cone is then rolled flat. Obviously both projections are correct only along the parallel of tangency, and distortion increases in ratio to distance away from this parallel (see above).

Each projection gives its own version of the earth's appearance (see below). It is apparent that the cylindrical, though used as a world map, is best for equatorial latitudes. The cone, rarely used as world map, is familiar as base projection for individual maps of U. S. and other middle latitude lands. Neither projection gives a working picture of geographical relationships across the pole.

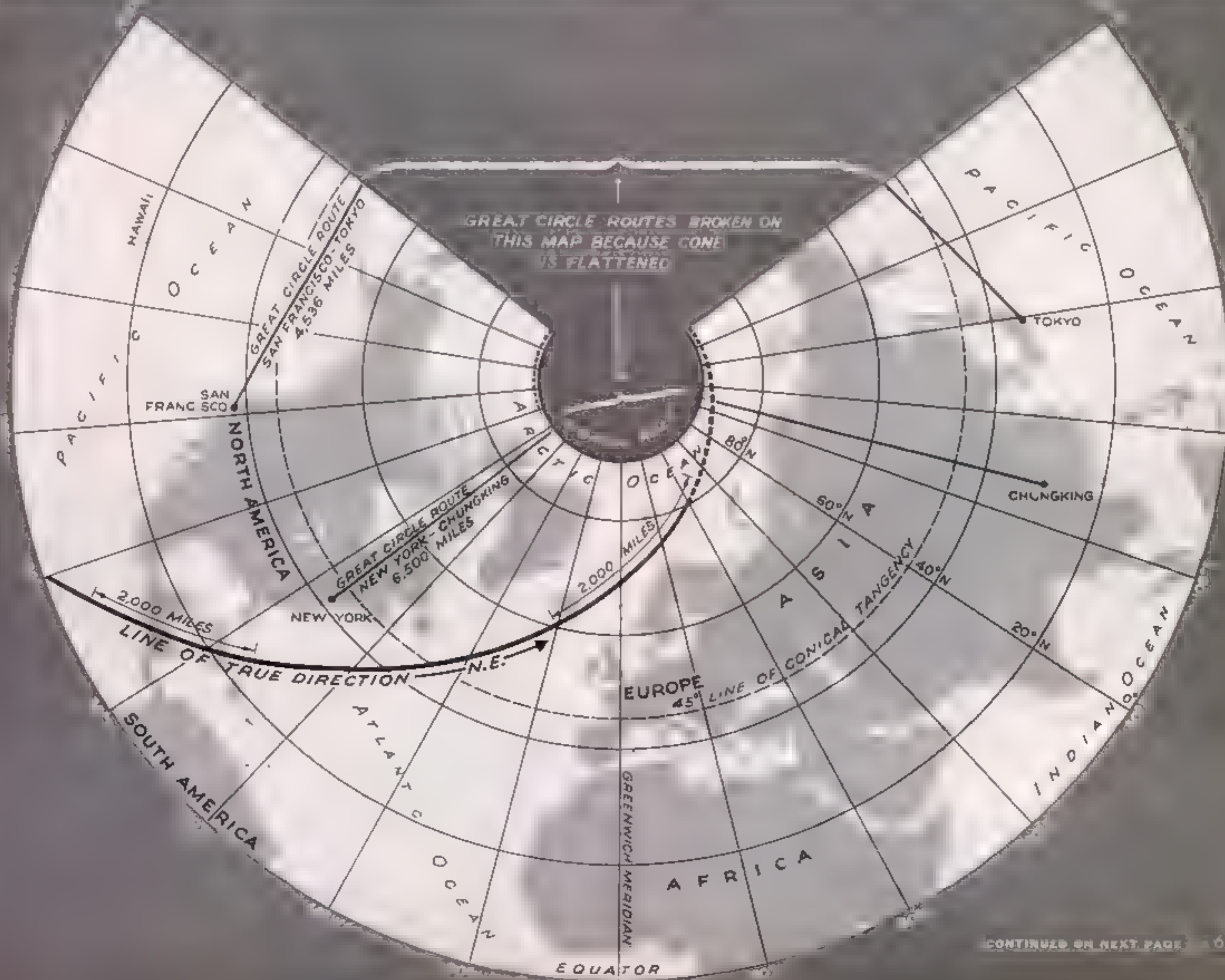


NORTH AMERICA on the Mercator (gray) is distorted fanwise in northern latitudes. In cone projection the continent is distorted mildly and evenly on both sides of tangent parallel.



MERCATOR PROJECTION shows true latitude and longitude relationships between points on globe. Great circles are curves. Exaggeration of area is sixfold at 80° latitude, approaches infinity at poles, which cannot be shown.

CONIC PROJECTION has a minimum distortion of scale and shape near parallel of tangency. Great circles, except meridians, are curves. Distortion of latitude relationships gives impression Texas goes further south than Florida.





1 TOKYO - NEAREST POINT TO SAN FRANCISCO



2 BERLIN - N. E. ROUTE CROSSES LABRADOR COAST



3 GREAT CIRCLES TO ALLIES CROSS THE POLE

POLAR MAP SHOWS AIRPOWER WORLD

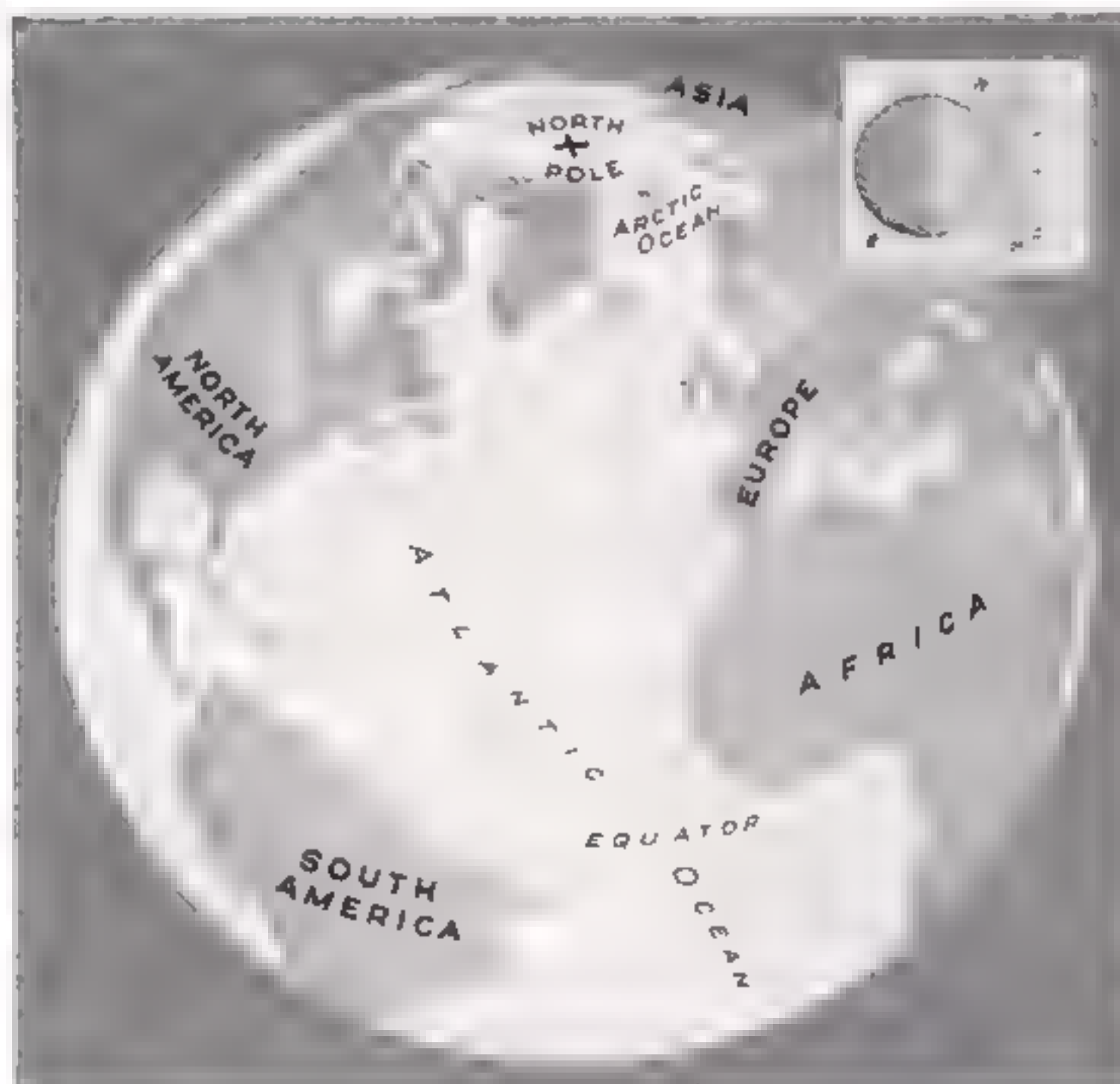
The azimuthal projection shown here, least familiar of the three major types, derives its increasing importance from the facts of modern history, from the ascendancy of airpower and from the strategy of global war.

The equidistant north polar map (*opposite*) is made by projecting the globe on a plane tangent to the pole. The parallels are drawn at equal distances apart, as they are on the globe, and land masses are laid on accordingly. The plane may be laid tangent to any other point (*left*). At the sacrifice of equidistance, the globe may also be projected on the plane from its center, from the antipode of the point of tangency (used for hemispherical projections, *see Honduras map, p. 59*), or from infinity (*below*).

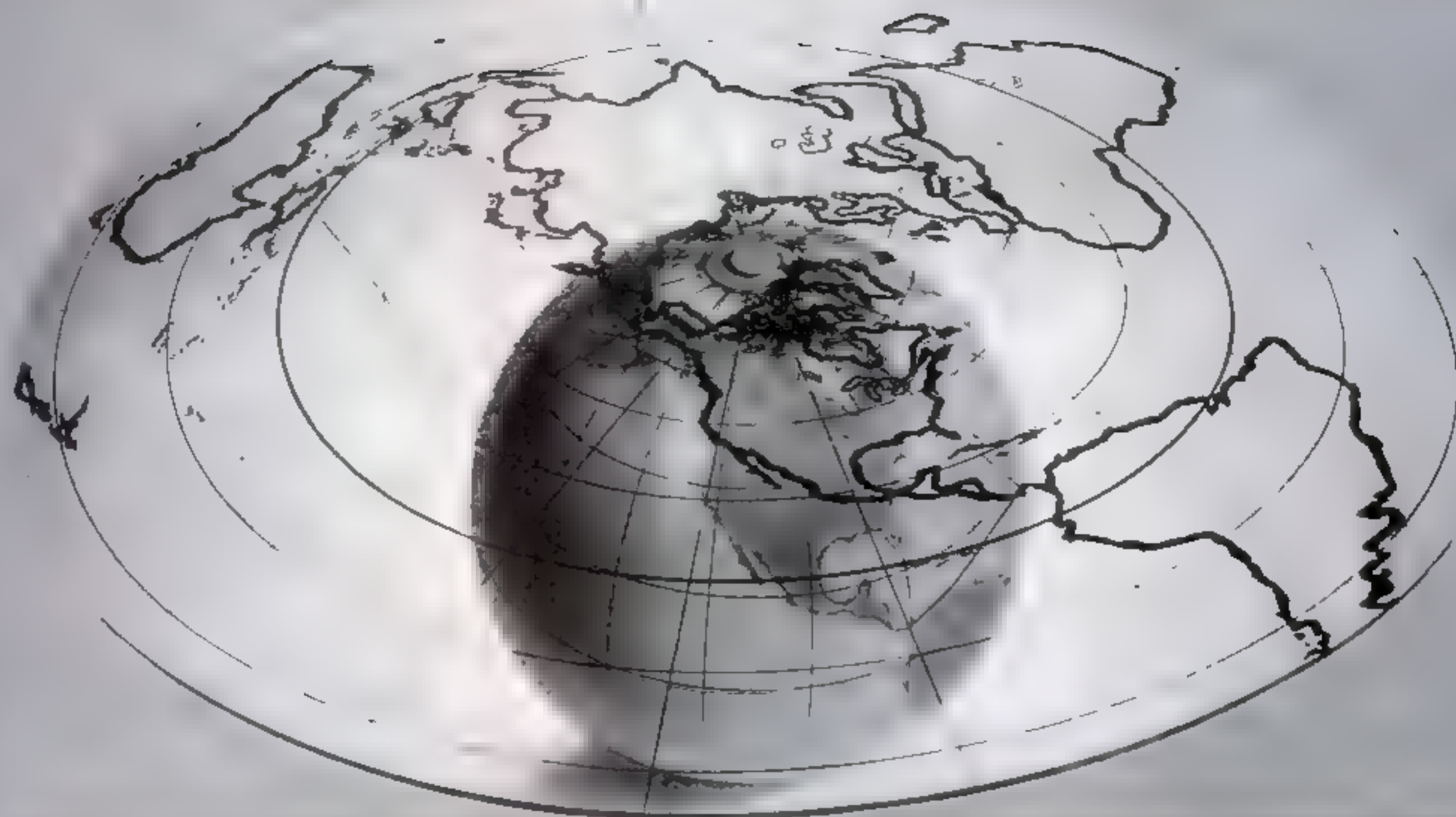
The faults of this type of projection are apparent at a glance. Distortion increases geometrically away from the point of projection until the geographical shapes near the edge of the map become almost unrecognizable. Except in the equidistant projection there is no constant scale anywhere on the map. Lines of direction must be plotted as arcs.

Its virtues, however, for comprehension of modern history and application to 20th Century technology, more than outweigh its faults. Any straight line drawn through or from the center of the map is a great circle. In the equidistant projection, distances may be scaled accurately to any point from the center. Thus, on an azimuthal projection centered at his city, the strategist in Berlin, Tokyo or New York may plot with a straight-edge the course of a bomber attack or the beaming of his propaganda radio. The admirals in Tokyo (*No. 1, at left*) can see that the shortest distance to San Francisco passes within 400 miles of Dutch Harbor, is never closer than 1,800 miles to Pearl Harbor. From Berlin to New York (*No. 2, at left*), the air route crosses Labrador. For U. S. strategy, the azimuthal map teaches even bigger lessons. The great circle from New York and the north-central industrial heart of the U. S. to Chungking (*No. 3, at left*) is dead across the pole. To Tokyo and Murmansk the shortest routes both cross the Arctic Circle. The long way around is through Australia, India and Libya.

For the Mercator mind, whose flat poleless world can only be circumnavigated parallel to the equator, a global war holds grim surprises. In all azimuthal projections centered on the world's warring capitals, the pole lies close to center. The projection directly on the pole may therefore be safely used as a general map of the modern world, with the caution that great circles not crossing the pole must be plotted as curves. Viewed from the pole the world's two major land masses, Eurasia and North America, are almost one. Between them lies the Arctic Ocean, no obstacle to airpower and flanked by the coasts of Alaska, Canada and the U.S.S.R. This picture suggests that United Nations, not the Axis, hold the interior lines.

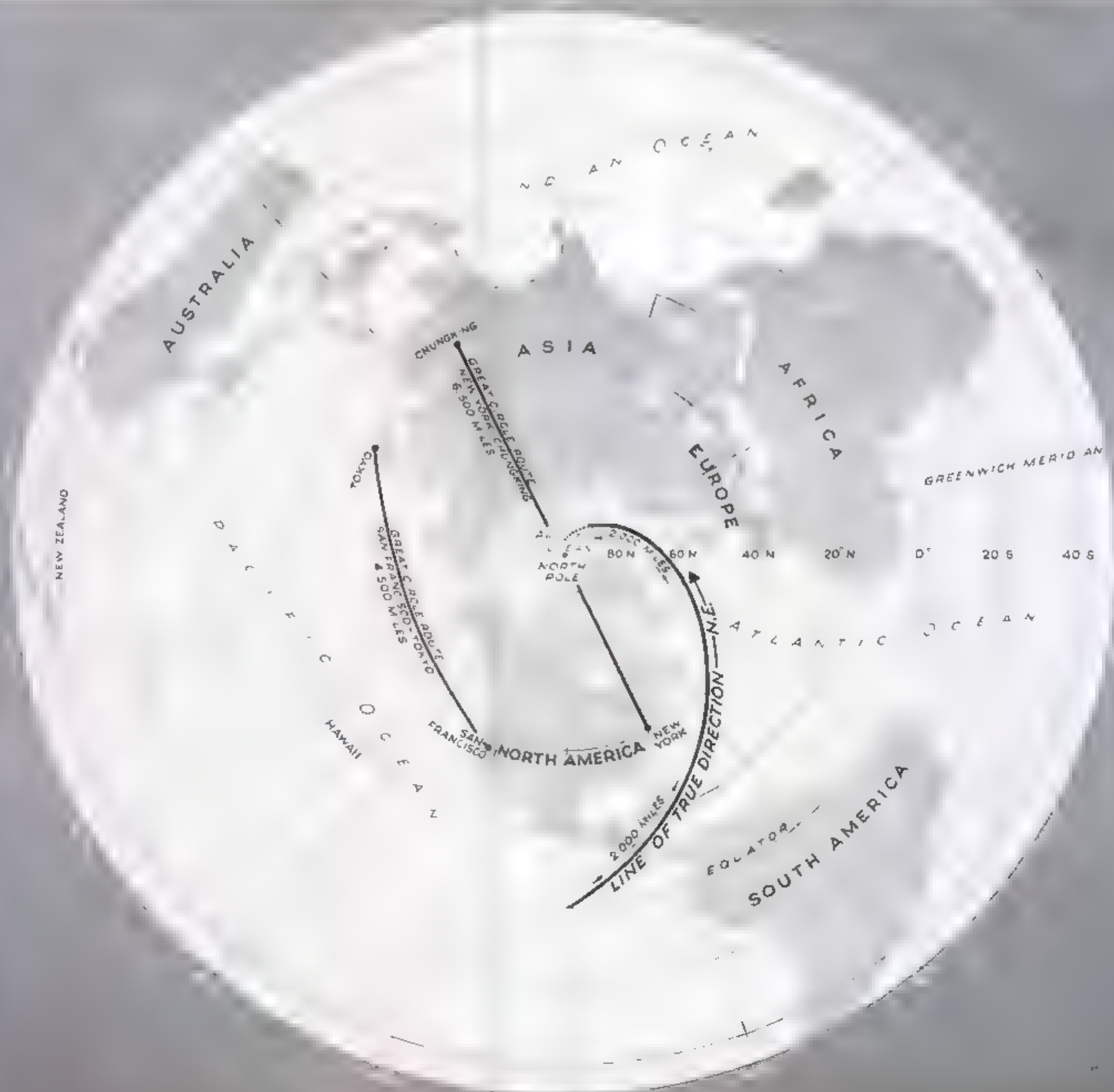


VISUAL PROJECTION shows globe as it would appear from a star. It is projected on parallel lines onto plane surface (*see inset*). This projection, often used decoratively in trademarks, etc., gives good overall look at geographical relationships of one hemisphere.



POLAR PROJECTION. As shown in the model above, is made by having a plane touch the pole at right angles to the earth's axis. Parallels of latitude are radii of equal intervals in concentric circles; meridians of longitude are straight radial lines. While

earth's surface, with extreme distortion in the southern latitudes, can then be projected on the map. All straight lines through the pole are great circles. Distances measured on fixed scale, as for instance the transpolar route from New York to Chungking,







In his mother's auto, an American sedan, Arthur rides off for an afternoon's fun. Arthur is fond of his father but closer to his mother because he sees much more of her

THE GENERAL'S SON

Little Arthur MacArthur settles down in Australia

In Melbourne, Australia, General Douglas MacArthur broods about being off in a backwater of the war, unable to start the offensive he left Bataan to launch. But his son, Arthur MacArthur, who celebrated his fourth birthday last February in the bomb-racked caves of Corregidor, is settling happily down to a normal boy's life. Arthur sees his busy father for only a few minutes before breakfast and a half hour before bedtime. But he leads a busy life himself—kindergarten in the morning, lunches with his mother, zoo or park or stores in the afternoon, dancing class twice a week. With him constantly is his Chinese amah, who has been his nurse ever since he was born. Between his father's perfect enunciation, his mother's Southern drawl and his amah's pidgin English, Arthur has evolved a curiously mixed-up accent, punctuating careful English with soft "you-alls" and weird sentences like "Black book no me book, red book me book."

Melbourne produced one great acquisition for Arthur, a tricycle. It was the last tricycle in Melbourne and was found for the general's son only after great search. Arthur's favorite toy is still a weatherbeaten doll—a rabbit with a long mustache—called "Old Friend." Arthur carried it with him from the Philippines. He was terribly seasick on the PT boat which took him from Corregidor. He often asks his mother "When are we going back to Manila," then adds: "But we don't have to go in a PT boat, do we?"



At the zoo, Arthur helps his mother feed the swans. It is midwinter now in Australia and Arthur has to wear an overcoat, something he never bothered with in Manila.



WEAR A SOFT NEW BEAUTY THIS SUMMER

TOUSHAY

protects hands in soapy water . . . softens summer-dried skin

ARE YOU LOOKING lovely this summer? Your hands—are they beautifully soft and smooth? Toushay can help you, in *two* ways:



Protects your hands—even in soapy water! Smooth a bit of velvety Toushay on your hands *before* you do the dishes, *before* you wash your summer things. The *before* is important—because Toushay is especially designed to protect skin against the roughening, drying effects of soap and water.



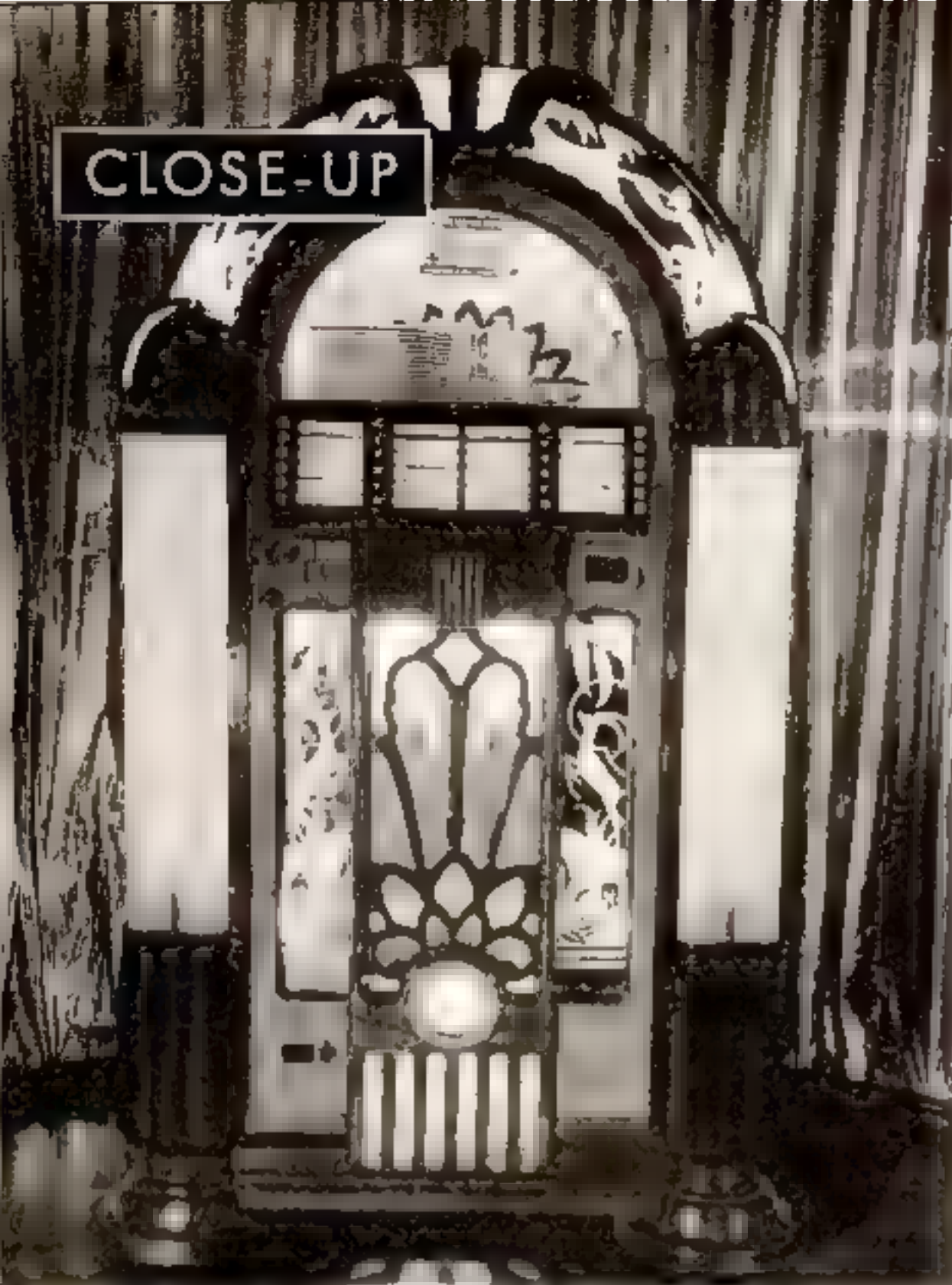
Soft new beauty for your skin—all over! Hot summer days—and so much of your skin exposed! *Care* for your delicate skin, save it from weathering, from flaky dryness. Spread on fragrant, liquid-velvet Toushay wherever you need it. Your shoulders will be pearly smooth, your arms and legs soft, delightful to the touch.

Make this your loveliest summer yet—and your thirstiest. Toushay is so rich and creamy, a *little* helps your skin a *lot*. Buy Toushay from your druggist today.



Trade-marked Product of Bristol-Myers

CLOSE-UP



Petrillo's enemy is the gorgeous, brain-pickled grabbing jukebox, tool of millions of swing-loving youths. He has been known to buy new records for jukeboxes faster than a hot dog.



Petrillo is picketed outside Waldorf-Astoria for banning National High School Orchestra broadcast. Below: This is the 400 band sits idle, by Petrillo's edict, at opening of Service Men's Center.



PETRILLO

Little Caesar of symphony and swing wages war on juke boxes, musical children, Army bands

by ROBERT COUGHLAN

Last July 10, in a fortnight when every day seemed to bring fresh danger to the American people and their allies, James Caesar Petrillo made his own peculiar contribution to the cause of unity, sacrifice, and national morale. An orchestra of 160 boys and girls had been scheduled to broadcast over NBC from the National Music Camp at Interlochen, Mich. All arrangements were made; proud parents were listening in. What the parents heard, however, was not the adolescent tootlings of their young but the music of a studio orchestra. The Interlochen broadcast had been canceled on Petrillo's orders because the boys and girls were not members of the American Federation of Musicians which he heads. Since their average age was 15, they were not eligible for membership in the union, whose minimum age requirement is 18.

The contradiction didn't worry Petrillo, who has a flexible mind. "They're amateurs," he said. When amateur musicians occupy the air it means less work for professionals. "The way out would be for the authorities at Interlochen to hire 160 professional musicians at union rates to 'stand by'—i. e., do nothing—while the youngsters played.

Although laymen may find it hard to see the difference between this and the regulation "shake-down" as employed in an ordinary racket, the "stand-by" is an institution with the A. F. M. So, for that matter, is Petrillo's dislike for children who play musical instruments in public. A few years ago, when Chicago's civic-minded *Daily News* bought a giant panda and arranged to have it welcomed by a corps of Chinese Boy Scout buglers, Petrillo insisted that an equal number of his men be hired to stand by. This created an uproar. After several days of buck-passing among the *News*, the Zoo and the Boy Scouts, the panda arrived and was promptly put on Petrillo's "unfair" list. Since the supply of musical children is unending, Petrillo's problem is chronic. His vigilance never flags, however. Last winter he successfully prevented broadcasts by children in Chicago, Cleveland, Washington, Milwaukee, St. Louis and San Francisco.

Although gifted children give him the horrors, Petrillo feels most violently about "canned music" which, he maintains, keeps thousands of live musicians out of work. Petrillo has brooded about this since the days of the old Edison. Last month he served notice on the recording companies that no more phonograph records could be made after July 31 unless the companies guaranteed that they wouldn't be played in juke boxes or over the radio. Since the courts have ruled that the companies have no control over their products after they have been sold, the order means, in effect, that no new recordings at all can be made.

When the final history of craft unionism in America is written, Petrillo will probably take his place as the sturdiest wildflower in the A. F. of L.'s whole unruly garden. His powers over the Federation's 130,000 members have astonished, among others, the antitrust division of the Department of Justice, which has called them "absolute and subject to no control." According to the union constitution Petrillo can call strikes at his discretion, levy fines up to \$5,000 on any mem-

ber, and revise or suspend the constitution itself.

No leader of a U. S. craft or trade is as firmly established in power as Petrillo, nor, by a long sight, as well paid. His yearly salary of \$46,000 is not only more than that of any other A. F. of L. leader, but more than the combined salaries of John L. Lewis and William Green. He can afford a suite at the Waldorf when he visits New York. He spends as much as \$150 for his suits. He eats expensively and, until the war shut off his supply, drank imported beer. On the index finger of his left hand he wears a 2½-carat blue-white diamond. He is visibly a successful man and, as he takes pride in pointing out, he got where he is without stealing. "Hell," he says, "I don't have to steal. When I need anything, I just let my boys know about it and they give it to me."

When he refers to his "boys," Petrillo means specifically the organized musicians of Chicago, whose local he has headed since 1922 and who pay him \$26,000 of his net official take. Their devotion is such that in 1937, when they learned that Petrillo would like a quiet place in the country for weekends, they bought him the old Edward G. Uihlein estate at Fontana on Lake Geneva, Wis., a resort supported by tired, rich Chicagoans. All told that year, according to union figures, Petrillo cost Local 10 \$110,700. The sum included \$25,000 for the house, \$12,000 to furnish it, \$1,700 to take care of the famous Uihlein evergreen grove, \$16,000 to pay income taxes, \$25,000 for a bulletproof car and bodyguards, and \$5,000 for incidental expenses.

Although he may have had a tiny inkling of what was afoot, Petrillo expressed himself as completely surprised by the boys' gift of the Uihlein place. He was deeply touched, he announced. He likes to think of himself as the benevolent guardian of the boys' interests—a strong man but honest, a diamond in the rough. In 1939 and 1940 he hired a press agent to advance the rough-diamond theory in the newspapers and magazines, with large success. Petrillo plays the role to the hilt. "Me tough?" he asks. "I ain't tough. I'm just a bighearted sap."

When pleased, Petrillo has a benign, grandfatherly look set off by crinkly gray hair and a high, balding forehead. Ordinarily, however, his mouth turns down in a querulous line, and behind his rimless spectacles his pale blue eyes are cold and suspicious. He has a dazzling command of profanity which he delivers rapidly in a rasping voice out of the right side of his mouth. Although he is only 5 ft. 6 in. tall, he weighs almost 180 lb. Sitting at his desk, he suggests an elderly frog that has just eaten a big and somewhat bitter dragonfly. In repose he relaxes heavily as if saving his strength for some important moment. Once on his feet, he moves rapidly and belligerently, soon working himself up to a fast lope when excited about some outrage done to the "rights" of his boys. At such times he also shouts and pounds his desk violently.

Petrillo is a man of large and catholic dislikes. In a long list of phobias that includes actors, lawyers, John L. Lewis and New York City, as well as canned music and musical amateurs, the Boston Symphony Orchestra ranks near the top. The Boston orchestra had been playing, and presumably chafing, under open-shop conditions

CONTINUED ON PAGE 70

PRESIDENT

MR. PETRILLO

America's best-dressed labor leader arrives at
his office after attending a Chicago ceremony

I'M GROWING, growing every day—
Just watch how fast I do it.
(Considering the food I eat,
There's really nothing to it!)

I get so many vitamins
And minerals, you see.
My doctor gives me **CLAPP'S STRAINED FOODS**—
And that's O. K. with me!

MOTHERS: Babies take to Clapp's! Choose from 17 varieties
of Strained Foods, prepared the way baby specialists
recommend. Get some for your baby today.



CLAPP'S BABY FOODS

STRAINED FOODS • CEREAL FOOD • JUNIOR FOODS
17 VARIETIES PRE-COOKED 14 VARIETIES

PETRILLO (continued)

ever since its founding in 1881. When Petrillo undertook to right this ancient wrong, his reception was disappointing. Unlike Dr. Stock of the Chicago Symphony, who does "whatever Mr. Petrillo says," Conductor Sergei Koussevitzky was aloof. The orchestra's players, who are paid as well as, or better than, players in any other big-league symphony in the world, were on the whole indifferent. Rebuffed, Petrillo notified broadcasters and recording companies that the Boston orchestra was banned from the air and phonograph records. "They're washed up," he announced, perhaps too sanguinely. "They're through."

To cripple the orchestra on its home grounds, he also staged a raid on the American Guild of Musical Artists, an A. F. of L. union which included virtuosos such as Iturbi, Spalding and Zimbalist. "They're mine," he declared. "They're musicians and they belong to me. Since when is there a difference between Heifetz and a fiddler in a tavern?" Rather than sacrifice concert work in A. F. M. territory, which includes every important musical outlet except Boston's Symphony Hall, most of the virtuosos have signed up with Petrillo, which automatically means that they fill no more dates with the Boston Symphony.

The fact that Koussevitzky and his men continue to play brilliantly and imperturbably despite all this is almost more than Petrillo can bear. Since becoming president of the A. F. M. he has met and routed a dozen seemingly stouter opponents, including the U. S. Army. A year and a half ago, to promote interest in national defense, the Mutual Broadcasting System scheduled a series of variety programs from Fort Dix, using Army talent. Petrillo announced that Army bands couldn't be allowed to play over the air—at least not until he and Secretary of War Stimson had had a chance to talk it over and mark out terms. "Sure, Stimson," he explained. "Why fool around with these little guys? We got to get this thing straightened out." As it turned out, Stimson was busy with other matters and Petrillo was reduced to negotiating with some generals. "You know how them generals are," he remarked later. "Pin a couple of tin medals on 'em and you can't do a thing wit' 'em." Petrillo soon had them eating out of his hand, however. The upshot was that Army bands could play, provided Petrillo was notified and gave his consent beforehand.

Last week Petrillo found that the Army was giving him trouble again. When the Times Square Service Men's Center in New York City had its formal opening, the orchestra from *This Is The Army* was asked over to help make the dedication merry. Like all the performers in the show, the musicians are Army men, subject to no authority but the Army's. However, the head of the New York Defense Recreation Committee dutifully asked the New York local for permission. He had found the local "most cooperative" in the past; but this time, presumably in line with Petrillo's orders, he was refused. Local Head Jake Rosenberg explained it this way: "If the Army is going to go around playing benefits we might as well fold up. We don't want them to compete with us."

Petrillo and "The Star-Spangled Banner"

Although this incident stirred up criticism, Petrillo gives way to no man when it comes to patriotism. At his order, his members play *The Star-Spangled Banner* before and after every program, whether it be in a night club, a Hollywood set or a recording studio. In New York City alone, it is estimated, patriots now stand for the national anthem some 20,000 times a week.

The picture of New Yorkers standing and sitting en masse at his direction doubtless gives Petrillo considerable satisfaction. One of the first constitutional rules he suspended was the one that required the international president to live in New York, seat of A.F.M. headquarters. "What a town!" he says, feelingly. "Everybody in it's a lawyer. I get to town and sit down, and bam!—there's a dozen lawyers, all tryin' to serve a paper on me!" He is happier in Chicago where Local 10 has its own two-story, \$600,000 building on West Washington Street, and where his office is better suited to his own tastes. Its centerpiece is a mahogany desk: "the biggest damn desk," he assures visitors, "I could find at Marshall Field's." The floor is covered with a deep-pile Oriental rug—"You should know what it cost," says Petrillo. In Chicago, too, there is much less trouble with lawyers. Chicago law has an easygoing quality for those well connected, and Petrillo's connections are impeccable. He is on bosom terms with Mayor Ed Kelly.

Although unsympathetic persons call him a dictator, Petrillo is devoted, he says, to the principles of American freedom and democracy, and he often points to himself as an example of what can be accomplished under the American Way. He was born in 1892 in a

CONTINUED ON PAGE 72



Putting the HEAT on Hitler!

"If the shippers and consumers of this coal want to help win the war, they will buy and stock as much coal as possible in the spring and summer months." **JOSEPH B. EASTMAN**, Director, Office of Defense Transportation

"A full coal bin is the best possible insurance anybody can have against a wartime coal shortage." **H. A. GUY**, Acting Director, Office of Solid Fuels Coordination for War, **HAROLD L. JONES**, Coordinator

"To produce and transport the tremendous quantity of oil required for war, we need, and will continue to need, the ever greater efforts and cooperation of every individual." **HAROLD L. JONES**, Secretary of the Interior and Petroleum Coordinator for War

AMERICA today is pouring out war materials faster than all the Axis powers combined.

The months ahead will see production of guns, tanks, planes, ammunition in a rising flood beyond anything ever imagined.

That's putting on the heat—and it takes *heat* to do it.

It takes millions of tons of coal—millions of gallons of oil—to keep America's war factories booming.

Production of bituminous and anthracite coal, most of which moves by rail, has been stepped up to *nearly 12,500,000 tons a week.*

About 750,000 barrels of oil a day are rolling into

the East by rail—*more than 50 times the volume the railroads normally bring in.*

The railroads will keep right on doing their part in "putting on the heat" to the best of their ability. But there is a limit—set by the number of tank cars and coal cars in existence.

And that's where *you* come in.

In normal times, one coal car in every four is needed to move fuel for home-heating.

If you fill your bins *now*, that means more cars—more power—more heat to keep our increasing production program going full speed ahead through the winter.

Buy the rest of your coal now and help put the heat on Hitler!

ASSOCIATION OF
AMERICAN



RAILROADS

WASHINGTON, D. C.



TIME TO RETIRE
TRADE MARK REG. U. S. PAT. OFF.

The Fisk Boy says: "It's time to share every ride"

No longer can we think of the miles left in our tires as anything but "war miles" for they represent one of our most priceless military assets. Without them, the whole transportation system of a country built around the automobile would collapse, workers couldn't get to their jobs and our war production would stall. But if we conserve them by setting up a "Swap Ride" schedule

with our neighbors and fellow workers as sponsored by your local Transportation Committee we will be doing the kind of patriotic and unselfish act that will help win this war sooner.



Take care of your tires, too. Go to your Fisk dealer. He has a "Tire Saving Service Plan" to help you prolong their life. For those of you who hold rationing certificates, he has ample stocks of new Fisk Tires.

FISK

Chicago Falls, Massachusetts, Division of United States Rubber Company
MAKERS OF THE TIRE WITH THE SAFETY STRIPE TREAD

OUR TRADE MARK
WINDBREAKER
REG. U. S. PAT. OFF.

BUY
WAR
STAMPS
BONDS



\$8.95

SHOWER-PROOF GABARDINE
LINED WITH BRYBO RAYON
WINDBREAKER is America's
Most Famous Name In Jackets
A Masterpiece of Craftsmanship
VARIOUS COLORS, FABRICS AND LININGS
FOR MEN, BOYS AND JUVENILES
SEE WINDBREAKER WINDOW DISPLAY
AT LEADING STORES EVERYWHERE

JOHN RISSMAN & SON
MANUFACTURERS • CHICAGO

NEW TYPE LIQUID RELIEVES
ATHLETE'S FOOT



Now it has been shown that Athlete's Foot is usually caused by one or several of five fungi or "germs." Obviously—to give you relief—you want a preparation that kills all five fungi. Independent laboratory tests show that Soretone DOES kill on contact ALL FIVE of these tough, stubborn fungi.

Soretone contains a new, harmless but mighty powerful antiseptic (4 Beta Ethyl Hexyl-Phenol) never before used in any Athlete's Foot preparation. So here at last is something that brings real relief! Soretone (1) helps to dry affected skin between the toes, (2) dissolves perspiration deposits, (3) relieves and soothes the itching between the toes.

And Soretone is inexpensive! 10¢ a bottle for a bottle which contains 50—more!—quid than the average So. if you have Athlete's Foot, get Soretone! At all druggists.

MONEY BACK if not satisfied
MARK SHON & ROBINSON
BROOKLYN, N.Y.

SORETONE

FOR ATHLETE'S FOOT • MUSCULAR PAINS

PETRILLO (continued)

bedraggled section of Chicago's West Side, one of five offspring of an immigrant Italian sewer digger. He was ambitious from the beginning. As a boy he sold newspapers, ran elevators in Loop office buildings, and drove a delivery cart. He was an indifferent student, however. After nine years of school he was still bogged firmly in the fourth grade. His schoolmates hung the nickname "Yellow" on him because, he recalls, of his extraordinary courage and pugnacity.

When Petrillo was 8 years old his parents bought him a trumpet. Soon he was tooting in both Jane Addams' Hull House band and the *Daily News* newsboys' band. By the time he was 14 he had his own eight-piece dance orchestra. After a season at such places as the Hod Carriers Hall and the old West Side Auditorium, he decided to give up his losing fight with the fourth grade and devote his life to music. A few years later he "lost his lip" and had to switch to the drums. Finding the market thin for his services as a drummer, he opened a cigar stand, and later helped run a saloon.

If Prohibition hadn't intervened, Petrillo might have stayed in the saloon business happily, in time becoming a power in his precinct, ward and district. As it was, however, his political talents were forced to find an outlet in the American Musicians Union, a Chicago independent which was then competing vigorously with the A. F. M.'s local unit. At 22 Petrillo was elected president. After three years he was defeated, which so annoyed him that he joined the A. F. M. His first job there was to organize the town's Chinese restaurants. Petrillo's methods, while lacking in tact, were extremely effective. The Chinese signed up in such droves that Local 10, impressed, elected him to a vice presidency. He became president a few years later, in 1922.

He gives "the boys" service

The subsequent affairs of Petrillo and Local 10 merge like a lovers' knot. Their mutual history can be summed up briefly. In 1922 the Local had 4,000 members. Prohibition had ruined the cabaret and family saloon, and with them had gone hundreds of jobs for musicians. When talking pictures came along a few years later, hundreds more jobs went. As a result the union "scale," such as it was, was an unenforceable fiction. Today Local 10 has 11,000 members. The wage scale is not only rigid as a Baptist's morals but far above what it was in 1922 and substantially higher than that of any of the A. F. M.'s 750 other locals. "I done it," Petrillo says, "by giving the boys service."

One of Petrillo's moves as president was to form an alliance with George Browne, head of the stagehands' union, who is now serving a prison term for extorting the movie industry out of \$550,000. Together, Browne and Petrillo saddled theater managers with such a stiff payroll for musicians and scene shifters that today, out of the 16 legitimate houses that Chicago supported in 1922, only four survive. The alliance proved equally useful in dealing with the "presentation houses," which combine movies with stage shows, and with the opera. Operating on his own, Petrillo tackled the radio stations with such effect that today even the "pancake turners"—the men who turn over the phonograph records on recorded programs—are A. F. M. men. There are several dozen of them in Chicago, each drawing \$90 a week.

Petrillo's service has also included preventing musicians, who are notoriously fond of music, from playing for the simple pleasure they get out of it. Chicago's swing musicians, for example, had been in the habit of dropping in after hours at small night-spots and joining the small bands in late jam sessions. Petrillo put a stop to it. "Why," he demanded, "should the customers at them places pay for a seven-piece band and get 12 pieces?" By the same logic, when Alec Templeton and Tommy Dorsey were posing for studio pictures after a broadcast and struck up a tune to pass the time, the advertising agency which handled their show got a bill from Petrillo for \$33 overtime.

Petrillo's rule against free music is not inviolable, however. Three years ago, to celebrate Mayor Kelly's re-election, he gave a party at the Chicago stadium. Twenty-three high-priced orchestras were "invited" by Petrillo to donate entertainment. Among them were Fred Waring, Tommy Dorsey, Paul Whiteman, Wayne King, Kay Kyser, Bob Crosby, Horace Heidt and, for class, the National, Columbia and Mutual broadcasting company orchestras and the Chicago Symphony.

Most notably of all, Petrillo service has been directed against mechanical devices which put live musicians out of work. After he became head man of Local 10 he forced both political parties in Chicago to give up sound trucks in favor of van loads of union musicians. Later, in 1936, he forbade Local 10's members to make radio or phonograph recordings. The ban lasted 18 months and cost the

CONTINUED ON PAGE 74

It's Wise to BUY
LIVING ROOM FURNITURE NOW!



Kroehler Furniture Dealers Say:

"Make the extra hours you now spend at home more comfortable."

"Kroehler furniture is a lasting investment."

"Kroehler quality is best."

"We have a wide selection of styles available."

"You can buy on the installment plan."

★

KEEP UP THE HOMES WE'RE FIGHTING FOR!

KROEHLER *Furniture*

MADE BY THE WORLD'S LARGEST FURNITURE MANUFACTURER



A substantial part of
 Kroehler's huge manu-
 facturing facilities is
 now devoted to produc-
 tion of war materials for
 U. S. Army and Navy.





DEB SERVES U. S. IN COASTAL PATROL

Charts own course for evening glamour

Miss Betty Provost of New York, learns to navigate power boats in emergencies. Off-duty, Betty's "a man's girl" charms with her beauty. She says, "I take a Woodbury Facial Cocktail. You can't improve on Woodbury Soap for freshening drab skin." Try famous Woodbury, made for the skin, alone. Its mildness is insured by a special costly ingredient.



1. Cholly Knickerbocker (Maury Paul), society reporter, tracks down Betty's beauty routine. "A liberal lather of Woodbury Soap sets the stage for keeping my skin smooth and clear."



2. "To chase grime and soiled make-up, I smooth on Woodbury's creamy lather. Over and over face and throat. Then a thorough rinse, first with lukewarm water, finally clear cold water."



3. Shy Selectees feel at home in Betty's company; call her "the girl with gorgeous skin". She says, "One glamour rule I always observe is a Woodbury Facial Cocktail before dates."



4. "For the Skin You Love to Touch," lovely women everywhere use Woodbury Soap. Gentle, contains a costly ingredient for mildness. Try Woodbury's improving skin care. 10¢ a cake.

PETRILLO (continued)

Chicago musicians an estimated \$175,000 in recording fees, an example of such nobility that finally the A. F. M. convention passed a blanket anti-recording resolution. The radio and recording companies didn't wait for this resolution to be put into effect. After negotiating with the union, the record firms agreed to pay bigger fees to musicians. And at the same time the radio chains and their affiliates agreed to take on an extra 1,000 musicians, at a cost of more than \$2,000,000 a year. The bargain lasted until a few weeks ago, when Petrillo refused to renew the recording companies' licenses and started the current battle.

As might be supposed, all this service was not performed without opposition. Petrillo has been bombed, sued, investigated by the Department of Justice and reprimanded by the courts. With equal lack of success so far his opponents have tried reason, threats, bribery, religion and tears. Throughout it all, Petrillo has remained physically indestructible and emotionally unmoved. His only real challenge came from another labor leader, John L. Lewis, who in 1937 offered the remnants of the old American Musicians Union a charter in the C. I. O. Petrillo reacted like a victim of the hot-foot. Putting on a counterdrive of his own, within a few days he had gathered most of the A. M. U.'ers into his own fold. Though the victory was speedy and complete, Petrillo has never ceased to regard Lewis as a menace. When two Broadway shows whose scripts mentioned Lewis and the C. I. O. came to Chicago, Petrillo ordered the lines deleted. "Far be it from me," he announced, "to favor anyt'ing like censorship. . . . But can't they write a play wit'out Lewis in it?" After a barrage from the press, however, Petrillo backed water. "I was left carryin' the torch," he recalls sadly. "They said I was un-Constitutional and all that stuff. I never had nothing like that in my mind."

Since 1933, following the experience of one "Angie" Cavallo, no one has even bothered to try opposing Petrillo inside Local 10. Cavallo had been a boyhood friend and mentor of Petrillo's, his parents having fed and sheltered the elder Petrillos when they came to Chicago from Italy. Disapproving of some of Petrillo's methods, however, he bravely decided to run against him for the presidency. Petrillo won by a huge majority. Soon after, Cavallo lost his job in the pit of the *Star and Garter* burlesque and it was several years before he found another job in another State.

The great kidnaping mystery

The 1933 election was not only the last in which Petrillo was opposed but probably the dizziest political contest that ever took place outside Central America, being featured by the alleged kidnaping of Petrillo himself. According to a Bill for Accounting and Injunction filed by two Local 10 dissidents, Petrillo told his union executives at a midnight meeting that he expected to be kidnaped and that the ransom demand would probably be \$50,000. Sure enough, according to the Bill, "it is widely rumored" that Petrillo was snatched at a suburban night club called the Villa Venice and the ransom paid. Thereafter the story resembles a murder mystery in which nobody can find the corpse. Petrillo denied that he had been kidnaped or even threatened. When G-Man Melvin Purvis showed up to take charge of the case, Petrillo refused to see him. The whole affair, he told reporters, had been cooked up to embarrass him in the Local 10 election, which was only four days away. To prove that no money had been paid, he published a C. P. A. audit of the union books. However, the audit covered only the period after the alleged payment. A few years later the A. F. M.'s international secretary testified that "one of our executives was held and kidnaped for \$50,000 ransom, which we had to pay to obtain his return alive." Petrillo was, and remains, unruffled by this statement. "It's a lot of hooey," he says.

As a sequel to the kidnaping, Petrillo increased his retinue of bodyguards to five (including four Petrillo relatives), bought a bulletproof car and installed a bulletproof storm window in his office. The car was sold a few years ago but the bodyguards were later increased, estimates running to as high as seven. The functions of this miniature *Schutzstaffel* are both protective and punitive.

Up to 1940 Petrillo was merely president of the Chicago local. The national president was one Joe Weber, a petulant gentleman in his 70's. To Weber's mounting annoyance Petrillo began referring to himself as "the tail that wags the dog" and made it clear that he considered himself heir apparent to the presidency. Finally, in 1938, Weber swung what he imagined was a haymaker. In a front-page editorial in the union paper he pointed out that Petrillo was not "the big cheese" in the union and that all the supposed benefits he had won for Chicago's musicians were "pure bunk." "The best interests of the union," he went on, "are best served by attending to business

CONTINUED ON PAGE 75

Let's go to an August Fur Sale

Traditional on the American buying calendar is the August Fur Sale. Every year, thousands of women flock to their winter coats. This August, furriers report customers are choosing fur with greater care. Asked why, they answer, "Today you must know that its beauty will last."



Throughout America, women review the new furs for Winter, pass judgment on every type and silhouette. The following photographs give a preview of how these new fashion trends may influence the furs you wear this year.



Feminine Luxury will be the accepted complement to a uniform. New details stress under-chin shawl collars and peg-top pockets. Furriers recommend Hollander Persian Lamb (Featherlite Brand) because it keeps its beauty longer.



The Tuxedo Swagger of Hudson Seal-dyed Muskrat is popular for air raid wardens and others who need warmth and comfort. Its roomy cut makes it practical to wear over suits. The Hollander name secures its lasting loveliness.



Mink-blended Muskrat provides a perfect one-coat wardrobe, helps your war saving program. This model, with new turn-back bracelet cuff, follows the same classic lines used in glorious Mink coats. Blended by Hollander, this fur keeps its rich color tones indefinitely.



This mark is proof that your fur has been made exclusively by Hollander.

*** Fur Experts** advise that it is good American thrift to buy fur coats in August Fur Sales. They caution, however, against wasting money on careless purchases that must soon be replaced. Buy furs wisely — and remember to buy War Bonds. Whatever you pay, wherever you buy, the Hollander name is your certainty of fur that stays lovely.

"Today you must know that its beauty will last"



"How wonderful," said the Woman-on-the-bus! "But what about ice splinters? That's always my trouble."

"Not a splinter," beamed Elsie, the Borden Cow, "and no flat flavor either when you make homemade ice cream with Borden's Eagle Brand Condensed Milk."

"That sounds peachy," said the Woman.

"What's really peachy," chuckled Elsie, "is the taste of the marvelous creamy-smooth fresh peach ice cream you can

make in a jiffy with Eagle Brand. You ought to try it, my dear!"

"But I'm not terribly expert," began the Woman.

"Pouf!" exclaimed Elsie, "Making ice cream with Eagle Brand is so quick and easy you'll be amazed. Economical, too. And for most recipes, you don't need added sugar. Eagle Brand is milk and sugar, too. Try a can today. The magic recipe leaflet comes right with the can."

"You Borden's think of everything, don't you?" said the Woman.



Magic Fresh Peach Ice Cream (Automatic Refrigerator Method)

$\frac{3}{4}$ cup Eagle Brand Sweetened
Condensed Milk

$\frac{1}{2}$ cup water 1 cup crushed fresh peaches
 $\frac{1}{4}$ cup sugar 1 cup whipping cream

Mix Eagle Brand Sweetened Condensed Milk and water. Add crushed peaches sweetened with sugar. (The average peaches require about $\frac{1}{4}$ cup sugar.) Chill. Whip cream to custard-like consistency. Fold into chilled mixture. Freeze in freezing unit of refrigerator until half-frozen. Scrape from freezing tray. Beat until smooth but not melted. Replace in freezing unit until frozen. Serves 6.

IF IT'S BORDEN'S IT'S GOT TO BE GOOD!



NO ADDED SUGAR NEEDED to make many ice creams, frostings, cookies, and pie fillings with Eagle Brand. It is milk *plus* sugar. Magic Recipe Leaflet on every can tells how to make oodles of desserts... candies, too!

© Borden Company



To help you follow and understand the course of war in the vital...

ATLANTIC ARENA...

A new FORTUNE map, 26 $\frac{1}{4}$ " x 21 $\frac{1}{4}$ ", in full colors, metal bound top and bottom... FOR ONLY 25c A COPY

Atlantic Arena is the first of a new series of FORTUNE maps, drawn by Richard Fales Harrison. For this series Mr. Harrison has selected the orthographic projection, most nearly pictorial of all formal projections—the link between the three-dimensional globe and two-dimensional map.

Atlantic Arena shows you the Atlantic half of the world, with the countries colored to show their present line-

up. The vital four fifths of the world's supply lines which pass through this arena are traced with distances given in nautical miles. With the map is an explanation of the five major fronts—and the three communication hotspots of the Atlantic Arena.

Write, enclosing 25c for each map, to the General Manager, FORTUNE, TIME & LIFE Building, Rockefeller Center, New York City

PETRILLO (continued)

quietly and not dispensing hot air." Two years later Weber retired—and Petrillo was elected president of the A. F. M.

Today, two years later, Petrillo is in his physical and mental prime. He loves his work. "Not for the dough," he explains. "I don't need it any more. I just live for my boys." His business day, a ten-to-twelve-hour bedlam of long-distance calls, conferences and sudden alarms, leaves him little time for the finer things. He read a book a few years ago but didn't care much for it. Aside from beer-drinking, his chief pleasures are baseball and prize-fighting. He also plays a game which resembles golf. "I skip all the greens," he says.

"When I go out there I don't go to get myself aggravated and then damn greens aggravate me." He is not fond of music. He goes to shows occasionally, doesn't enjoy them much because of the actors. Petrillo loathes actors and holds that they have the mentality of imbeciles. Though the actors' and musicians' unions have had working agreements in all other cities, he has never permitted one in Chicago.

Petrillo is devoted to his home town and would like to become its mayor when and if his friend Ed Kelly decides to retire. As a member of the park board and founder of the famous Grant Park summer concerts, he is already well known to Chicago's masses. Petrillo started the concerts in 1935 with union money as a relief project for Local 10's classical musicians. They caught on so well, however, that he was able to persuade his fellow commissioners to put up the money to keep them running. "You feed the animals in the zoo," he pointed out, "so why not feed my boys?"

Petrillo stands high with his colleagues in the A. F. of L. He has the personal gratitude of President William Green, a by-product of his antipathy for John L. Lewis. When Green was ousted by Lewis from the United Mine Workers and found himself in the embarrassing position of being a labor leader without a union, Petrillo promptly enrolled him in the A. F. M. Green is adept at the musical comb.

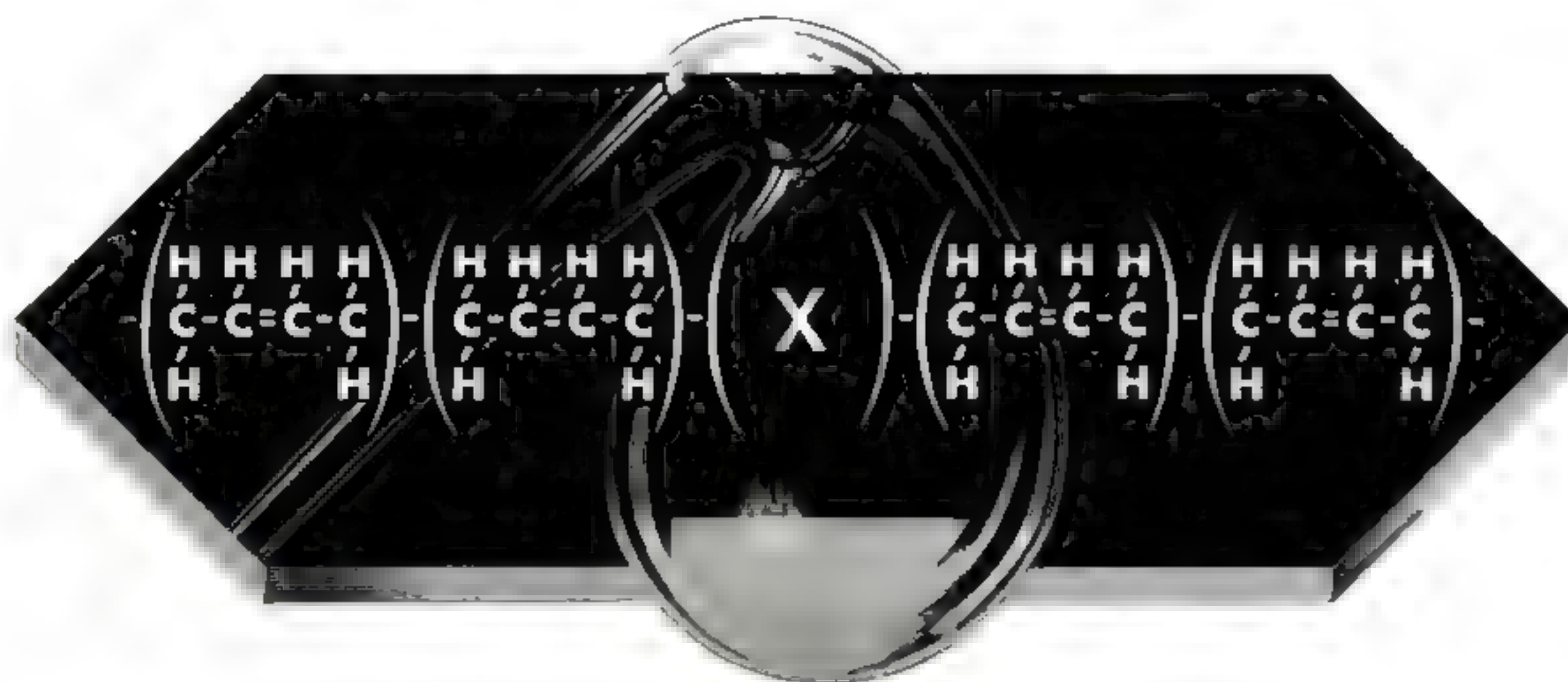
Petrillo returns the Federation's regard. He does not, however, approve of all the tactics used by its member unions. A year ago, for example, the New York local of the teamsters union served notice that when out-of-town bands arrived at theaters in taxis and buses, union teamsters must carry the instruments across the sidewalk—at \$10 a day and \$20 a night. When Petrillo refused to tolerate such an idea, the teamsters threw picket lines around all the presentation houses in town. Petrillo told his men to pay no attention. "Can you imagine them guys?" he recalls indignantly. "They was being unreasonable!"

Last week two branches of the Federal Government came to the simultaneous conclusion that James Caesar Petrillo himself was being unreasonable. The Justice Department filed a bill under the antitrust laws to restrain him from enforcing his ban on recordings. At the same time the Federal Communications Commission, spurred on by Senator Vandenberg, demanded "a full statement of the facts" from him as to why he canceled the Interlochen broadcasts.

It looked at last as if Petrillo had collided with a power greater than his own. But the wise men of the amusement business were making no bets. Petrillo has tangled before with units of the Government, including the antitrust division of the Justice Department. He has always won.



Brisk scalp massage is enjoyed by Petrillo as he sits happily in his well-appointed office. He has a bulletproof window and six bodyguards, four of whom are relatives.



How SYNTHETIC RUBBER is made

THIS formidable chain of symbols is the chemist's formula for one of the oil-resisting synthetic rubbers known as Chemigum, made by Goodyear.

In natural rubber a somewhat similar long-chain grouping of carbon and hydrogen atoms is accomplished by nature. In synthetic rubber, the trick is to combine the right molecules by a complicated chemical process called polymerization.

Many organic materials lend themselves to this process. Coal, grain alcohol, acetylene, petroleum, natural gas and other hydrocarbons can be used. With each, the method of treatment differs, and the resultant products vary greatly in rubber-like characteristics.

Thus in synthetic rubber manufacture far greater responsibility for quality rests upon the experienced skills of the chemist and compounder than in working with natural rubber.

Our first patent covering synthetic rubber manufacture dates from 1927. Since then we

have tested more than 300 different compounds in search of a synthetic that would duplicate or better rubber's desirable properties.

Of all these, Chemigum proved best. It can be compounded to excel natural rubber in withstanding wear and abrasion—or made more resistant to oxidization, extreme cold, gasoline and oil. Its chief shortcomings are handling difficulties in manufacture and, as yet, high cost.

For the past four years Goodyear has been using Chemigum commercially with great success in many specialized industrial products where its marked superiority over rubber offsets higher price.

Under the urgency of war, new, low-cost,

mass-production methods are being rapidly accelerated in cooperation with the government program. Just as soon as sufficient supplies of

this miracle material are forthcoming, Chemigum can, if necessary, be used for virtually every purpose now served by natural rubber.

CHEMIGUM

THE GREATEST NAME IN RUBBER
GOOD YEAR

INTRODUCTION

A SERVICE FOR SOCIABILITY

LICENSED REAL ESTATE BROKERS

LONELY HEART FILLS OUT QUESTIONNAIRE BEHIND "INTRODUCTION'S" GLASS DOOR, HOPES TO MEET DREAM GIRL



A MALE APPLICANT IS INTERVIEWED BY EXECUTIVE VICE

PLEASE PRINT

Name Ruth Capen
 Address 8 Florence Place W.O.
 Sex F Tel. No. Or-3-1621
 Profession or Vocation College Student
 Physical Deformities (if any) None
 References Checked (do not fill in)
 1. Mr. Lindquist
 2. Mr. Stickles

The responsibility of "Introduction" is limited entirely to providing registrants with contacts.

***Introduction**
 A Service for Sociability
 Room 1403 • 1180 Raymond Blvd.
 Newark, N. J. • MAin 3-8046
 This Card is kept Confidential

	Self	Date
1	P	P
2	C	C
3	A	A-B
4	D-S	E-G-L-7
5	C-B	
6	1-2-6-7	
7	1-5	

I. Religion: Catholic ☐ Protestant ☒ Jewish ☐
II. Education: Elementary School Graduate ☐ High School Stud. or Grad. ☐ College Student or Graduate ☒
III. Social Questions: (do not fill in)
 A ☒ B ☐ C ☐ D ☐ E ☐ F ☐
IV. Age: 22
Weight (with boots): 57
V. Interests:
 A. Of the following, check the three which interest you most.
 a ☐ Reading b ☐ Music c ☒ Movies
 d ☒ Dancing e ☐ Writing f ☐ Painting
 g ☒ Sports h ☐ Dramatics
VI. City: W. Orange

B. Which of the following would you participate in actively on a date?
 1 ☒ Dining 7 ☒ Golf
 2 ☒ Swimming 8 ☐ Ice Skating
 3 ☐ Bowling 9 ☐ Skiing
 4 ☐ Roller Skating 10 ☐ Bridge
 5 ☐ Bicycle Riding 11 ☐ Chess
 6 ☒ Tennis 12 ☐ Horseback Riding

APPLICANTS' CARDS SHOW ALL PERTINENT INFORMATION, ARE RATED IN CODE SYMBOLS

Life Goes on a Date Arranged by Statistics

Newark's "Introduction" makes a science of romance

"Taking the chance out of romance" is the avowed purpose of a new kind of date bureau recently established in Newark, N. J. Setting out to solve what Eleanor Roosevelt has called the country's third-greatest sociological problem—the difficulty that strangers in a big city have in meeting suitable companions of the opposite sex—the bureau calls itself "Introduction, a Service for Sociability," and puts dating on a scientific basis.

The method revolves around a system of rating people according to their "social quotients" and pairing them off with "social equivalents." All would-be members of



Sandy Orcutt and Leroy Snyder are social equivalents because they are both Protestant, college graduates, white-collar workers. She is 22, he is 29. They both like dancing.



Mary Falcone and Seymour Kaltman are the same age (23) and both are tall (5 ft. 9 in. and 5 ft. 11 in.). They would enjoy a date because both like bicycle riding and bowling.



HERBERT MITE LEONARD PUTH WHO IS OFFICE DUENNA



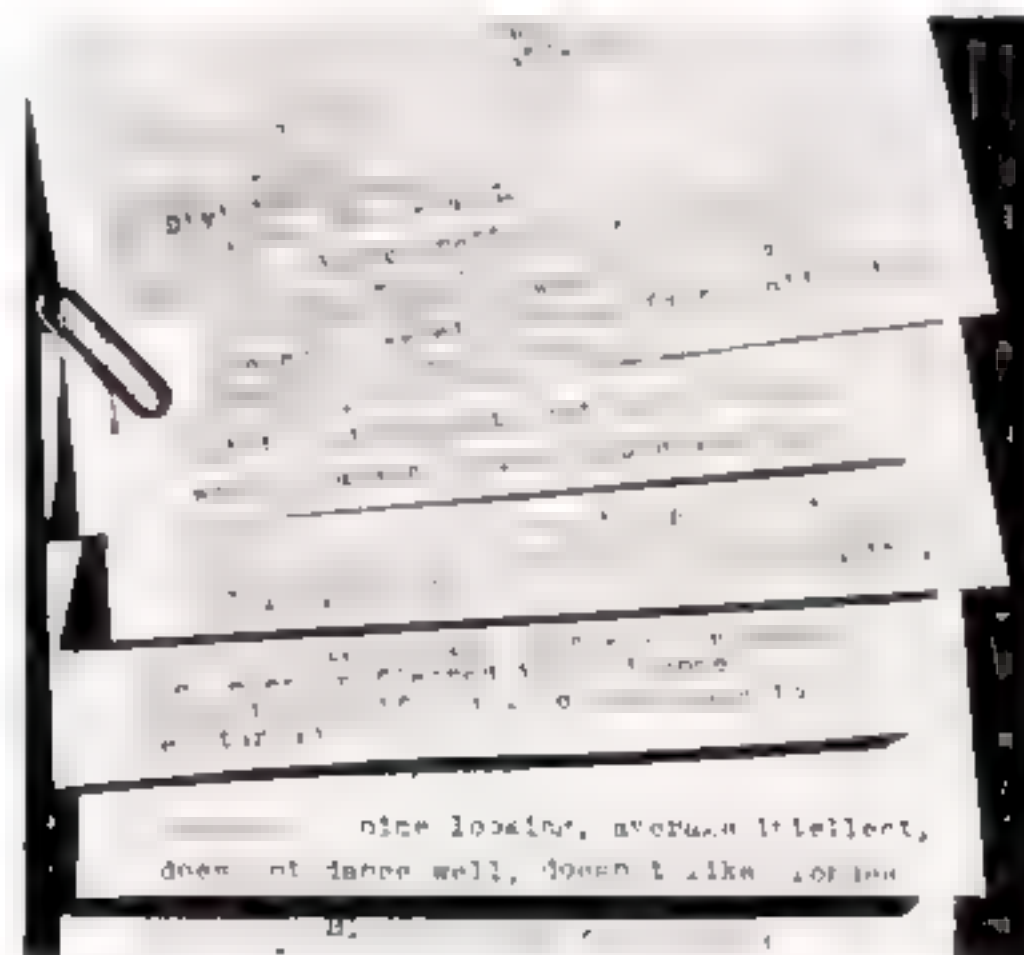
FEMALE APPLICANT GIVES HER STATISTICS TO HERBERT GERSTEN, INSTIGATOR OF IDEA FOR SOCIAL CLEARING HOUSE

Introduction fill out blanks giving their age, height, religion, education, occupation, interests and hobbies (see left). They must also submit letters of recommendation from the family doctor or minister, for the bureau stresses "dignity and appropriateness of conduct." The interviewer asks a few personal questions, forms a few personal opinions and adds revealing comments to the registrant's index card (see right). Males and females of the same social quotients nestle together in filing cases, are subsequently referred to each other. Beyond that, the organization's responsibility ceases if a pair of social equivalents fail to hit it off, they can just try, try again.

The idea of harnessing Cupid to statistics sprouted in the mind of a young Rutgers University sociological student who had heard Professor Joseph Kirk Folsom of Vassar deplore the solitary or mismatched state of many young metropolitans. Backed by civic bigwigs,

clergymen, educators and clubwomen of his native Essex County, this young man, Herbert Gersten, worked out his system of ratings, established an experimental station to try them out. Five hundred men and women in the Newark area were persuaded to lend themselves to the experiment, found it quite satisfactory. A survey showed that 84% enjoyed their dates, that 63% wanted to further the acquaintance. A motley crowd, they ranged in age from 18 to 57, included grammar-school graduates and Ph.D's, factory workers and lawyers. The test period came to an end last December and in May, Introduction opened an office in Newark's Raymond Commerce Building. Since then, 250 men and women have registered and 125 dates have been arranged between couples like those shown below.

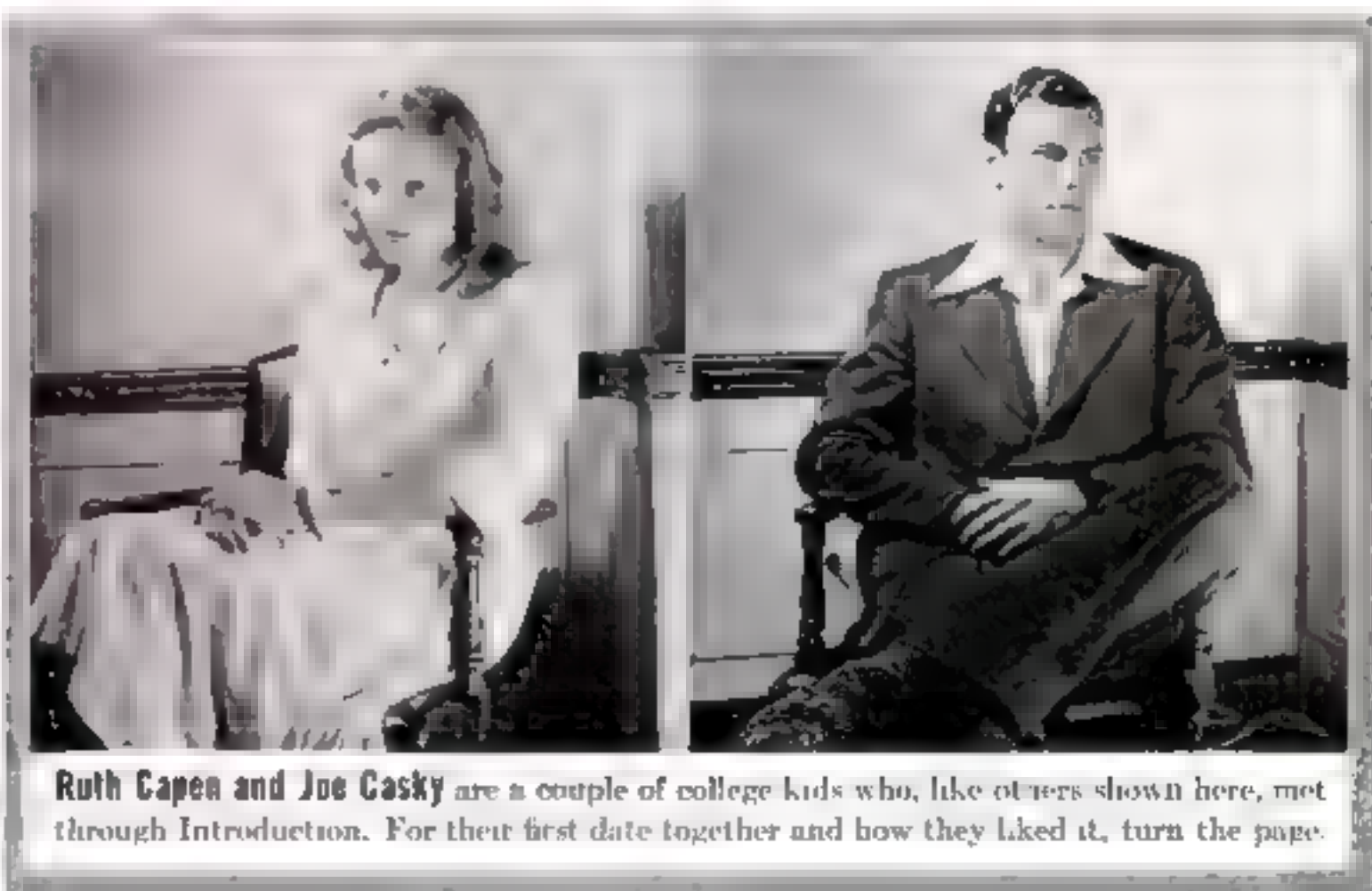
Introduction charges a \$2 registration fee and 25¢ per date, finds that most girls want a tall man with money but that men are content with a good sport.



INTERVIEWER'S COMMENTS PROVIDE FURTHER DETAILS



Nellie M. Schweitzer and Anthony Bartholomew are 36 and 46 years old respectively. She is a widow and a registered nurse; he is an electrician. They both like a good bridge game.



Ruth Capen and Joe Gasky are a couple of college kids who, like others shown here, met through Introduction. For their first date together and how they liked it, turn the page.

NOW — you can buy 16 mm sound films of March of Time's movie



"WHEN AIR RAIDS STRIKE"

Since the release of March of Time's movie "When Air Raids Strike" requests have come in from all over the nation for 16 mm sound prints of this film for showings to Air Raid Wardens, Defense Councils and various Civilian Defense groups. In response to this demand The March of Time is now making available 16 mm sound prints of this film.

HOW TO USE THE FILM...

Because the instructional nature of the film calls for repeated showings, prints will be sold outright. Civilian Defense organizations, by purchasing a print for \$40.00, will be able to show the film whenever desired. The films may be rented or loaned to various organizations for any number of showings.

WHAT IT SHOWS...

The March of Time film shows how to meet the various emergencies that may arise when an air raid occurs. It is based upon the actual experience of London's great A.R.P. (Air Raid Precaution Service), and shows just what happens when these instructions are disregarded. A very important sequence is on incendiary bombs—showing exactly how the householder can extinguish them. The incendiary bomb is one of the dangers most frequently met with, but by using the methods shown in the film, it can be handled without difficulty.



ORDER NOW

THE MARCH OF TIME, 369 LEXINGTON AVE., NEW YORK

Our organization wishes to purchase outright 16 mm sound prints of March of Time's "When Air Raids Strike". We are accompanying this order with a check or money order. We understand that these prints are being sold to us for \$40.00 per print. Add Sales Tax for New York City.

NAME _____

ORGANIZATION _____

ADDRESS _____

Dale Bureau (continued)



Ruth and Joe start their Saturday night outing by going to a dance in East Orange Trinity Congregational Church. Introduction encourages this, frowns on hot spot.



Liquid refreshment takes the form of sodas in a drugstore. Daters go out with a list of entertainment places which stresses movies and sports, omits saloons and bars.



At Olympic Amusement Park, Ruth and Joe ride merry-go-round with zest. They also visit shooting gallery, spin on ferris wheel, walk and talk in warm summer night.



Bringing Ruth home, Joe takes her hand tentatively. First date convinced them that they had much in common, was soon followed by another evening together.



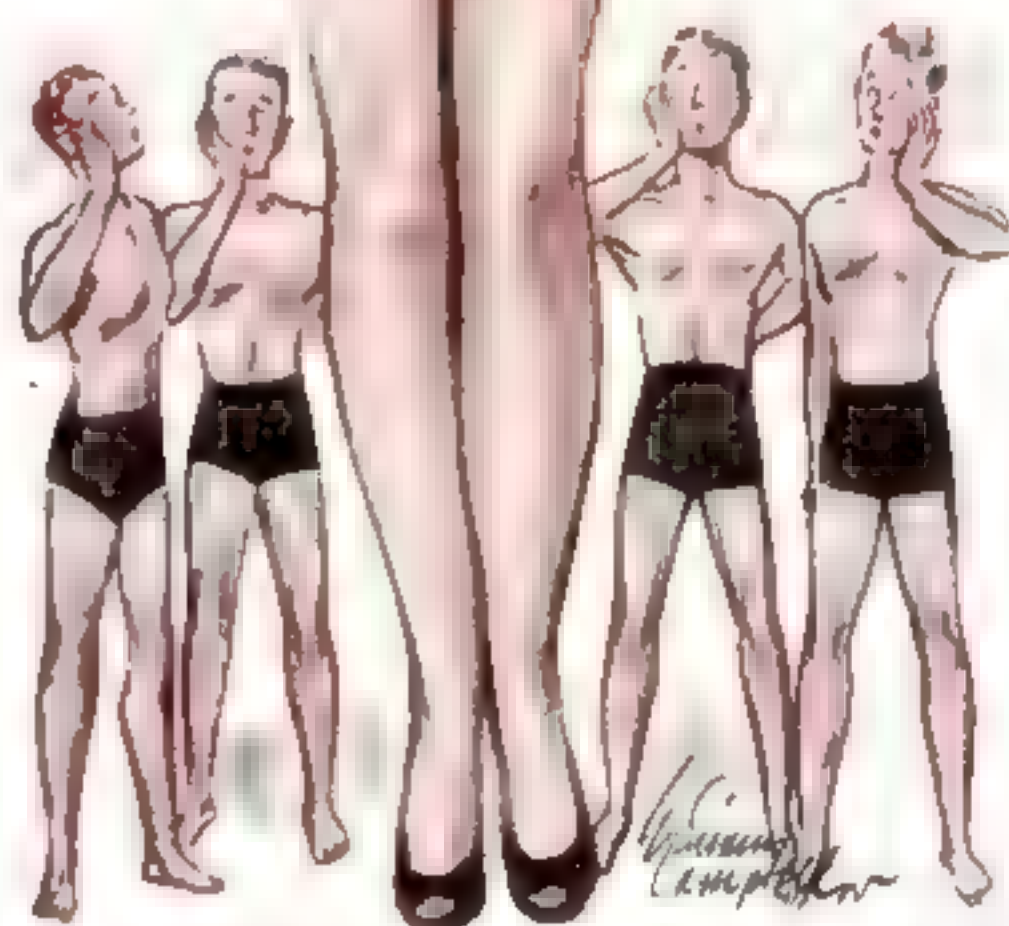
Sociology Professor Charles Marden endorses date bureau at introductory gathering in Newark Museum gardens, attended by clergy and other sponsors.



Herbert Gersten rose to say that the organization hopes to please all comers, even vegetarians who will consort only with non-meat eaters like themselves.

NO, NELLIE DIDN'T SLAP US!

Nellie only told us off. "My brother is in the service, too," she said. "His face takes a beating just like yours, from sun and wind, hard and cold water shaving. But he doesn't come home on leave with raw-hide fowls and chin. He uses Barbasol. Catch on, you old-fashioned shaving mugs?" (We did—and how! Please read on.)



WE RAN into the nearest drugstore and got ourselves some Barbasol. Hard, cold, salt . . . in any kind of water, a Barbasol shave is smooth as silk . . . the answer to a maiden's prayer. Beneficial oils in Barbasol also help protect skin from sun and weather.



Call for facing weather? Then get yourself a Barbasol Face. No brush, no lather, no rub-in . . . it's the quickest, sweetest shave you ever had . . . a smoother, finer feeling skin the year around. Large tube 25¢, giant tube 50¢, family jar 75¢.





Rectangular box, set up for research at the Dartmouth Eye Institute, is test problem for subject wearing aniseikonic glasses (see below). At left, person gets at a box, as it appears to normal



vision. At right is shown the box approximately as it appears through aniseikonic lenses, distorted out of shape. Visual distortion of the pendulum doll varies as it swings back and forth.



Aniseikonic glasses have been designed to produce experimental aniseikonia for research. Images seen through lenses are distorted; eyes strain to synthesize binocular image.

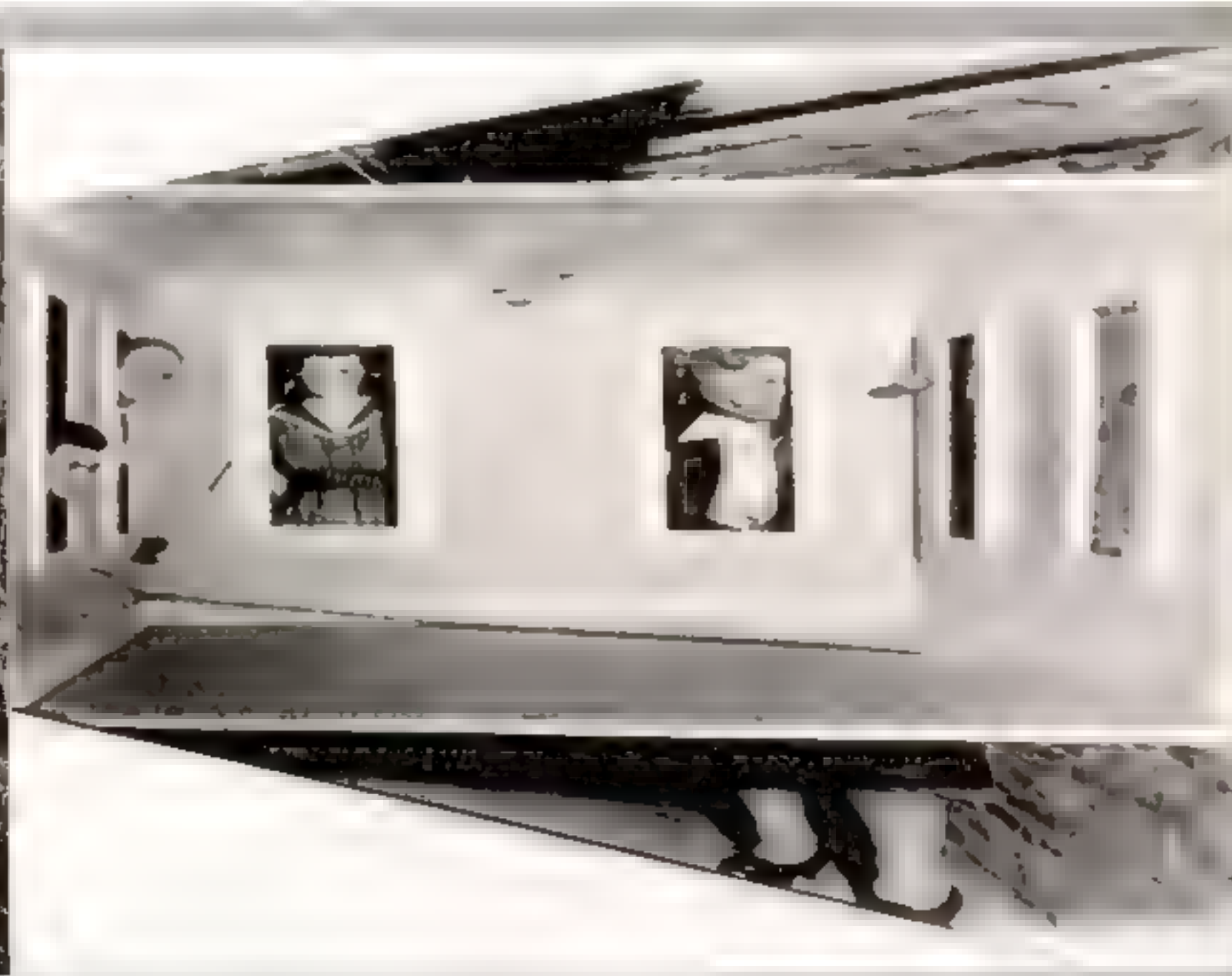
ANISEIKONIA

It is ailment in which eyes see unequal, distorted image

Aniseikonia is a difficulty that can afflict only those who have two eyes. When the separate images perceived by the two eyes have the same size and shape, they can be fused into a single binocular image that has depth and sharp definition of its three dimensions. The images perceived by aniseikonic eyes are unequal in size and different in shape. They can be fused only with effort. Severe aniseikonia may cause fatigue, headaches, general nervousness, or a tendency to *mauve out* and a proneness to auto accidents. The affliction was first identified at the Dartmouth Eye Institute, Hanover, N. H., only ten years ago. Already the discoveries of the Institute's ingenious research methods, shown here, have been translated into devices for accurate diagnosis and corrective glasses now being worn by upwards of 6,000 persons.



Distorted box (left) is re-distorted by aniseikonic lenses into an approximately rectangular box (right). Glasses shown above induce experimental aniseikonia in normal eyes for research at



eye institute. Few actual cases involve such extreme distortion. Corrective glasses are ground on same principle, to correct the aniseikonic image into an accurate representation of reality.



Aniseikonic driver swerves car too close to the middle of the road, endangering other car. Tight places like this narrow bridge show up inadequacy of aniseikonic vision.



Driving off road is a consequence of poor performance by an aniseikonic driver. Aniseikonic effect is brought on by the fatiguing strain of mounting binocular fusion.



Bumping garage door is another instance where tight spot shows up aniseikonia. Aniseikonics have a tendency to stumble on stairs, collide with furniture and door jams.

CONTINUED ON NEXT PAGE

PREM: *1 minute*

CORN: *8 minutes*

FOOD VALUE: *Excellent!*



LIKE SWIFT'S PREMIUM HAM, PREM IS

*Sugar-cured
for extra flavor!*



NEW TIMES bring new problems . . . topsy-turvy meal schedules . . . less time for meal preparation . . . balancing your budget against balanced nutrition. Luckily, there's a new meat to fit the new times. That's Prem!

Prem is all meat, ready-to-eat. Good nutrition that tastes marvelously good because Prem is sugar-cured the exclusive Swift's Premium way. No spices. No heavy seasonings. For a quick, economical answer to your new meal problems, serve Prem hot or cold. Try Prem today!

SWIFT & COMPANY: PURVEYORS OF FINE FOODS

TENDERONI

and Meat Balls

Prepare as directed on package and bake with meat balls

DELICIOUS... QUICK... ECONOMICAL

Van Camp's new patented macaroni product... tender but not doughy... your whole family loves it... delicious, easy recipes on package... saves work... makes you tops as hostess... get Van Camp's Tenderoni at your grocer's, today.



Aniseikonia (continued)

EXPERIMENTAL SUBJECT STAGGERS THROUGH A

Shown here is a case of experimental aniseikonia, induced by wearing of aniseikonic glasses. The brick garden steps, at the left below, are shown as they appear to normal eyes, which see right angles as right angles and flat planes as flat planes. The distorted picture, at right below, shows approximately how the scene appears through one type of aniseikonic lens or eye, with trees and stone wall leaning to the left of vertical. Because the photograph is only a two-dimensional picture of a three-dimensional scene, it fails to convey a further aniseikonic effect, the distortion of depth, which in this case would make the flat lawn



SCENE IN A FORMAL GARDEN IS HERE SHOWN AS IT APPEARS TO NORMAL EYES



GIRL WEARING EXPERIMENTAL ANISEIKONIC GLASSES STUMBLES ON STEPS

STRANGE WORLD OF LOPSIDED DISTORTIONS

appear to slant uphill, make the trees lean backward as well as leftward. No actual victim of aniseikonia is ever reduced to the bewildered gawwering of the experimental subject shown at bottom. Through the operation of other visual clues such as perspective and knowledge of the environment, these distortions are seldom experienced as fully as those shown in these pictures. Aniseikonics cannot usually detect and can never diagnose their own disturbing ailment, are aware only of secondary symptoms such as headaches and eye fatigue. They do, however, suffer from their inability to judge angles and distances accurately.



PICTURE SHOWS APPROXIMATELY HOW SCENE APPEARS TO ANISEIKONIC EYES



STEPS APPEAR STEEPER THAN THEY ARE; GIRL STOOPS FORWARD TO BALANCE

THIS **WOW** IS A
MAN'S DRINK—BEST
TOMATO JUICE
COCKTAIL
I EVER
TASTED!



VICTOR McLAGLEN

Star of RKO's "POWDER TOWN"

It's a **WOW**—
made with

**FRENCH'S
WORCESTERSHIRE
SAUCE!**

Here's a tomato juice cocktail with a special piquant flavor that always makes a hit—especially with the men. So easy to mix you can serve it often. It's French's famous Worcestershire that gives it such zip and sparkle—made from choice ingredients—aged and mellowed. Get a bottle of French's today and discover how easy it is to give the simplest meal delightful *new* flavor!

A **WOW**—
WHEREVER IT'S SERVED!



Easy to make, too...

1. Just take as much plain tomato juice as you want to serve.
2. Add a little—a very little—pepper and salt.
3. Then for each glassful of tomato juice add a teaspoonful of French's Worcestershire. Mix well—serve very cold.



It costs us more to make
OLD TAYLOR
but we mean to keep it
worthy of this signature

THE man who first made Old Taylor
fought to have bottled in bond standards
written into federal law.

And no other kind of whiskey
has ever been made in
the Old Taylor distillery.

It produces a costlier whiskey.
But we believe it is worth
it. And millions of
men who know
fine bourbon
heartily agree.



Within the ivy-covered
 walls of this distillery
 no whiskey other than
 Old Taylor has ever
 been made.



Copyright 1942, National Distillers Products Corporation, New York

PICTURES TO THE EDITORS

POISE

SIR:

Birds normally protest against the pres-
 ence of strangers around their young, but
 when these Little Cedar Wax Wings of a
 few days ago were found of their nest in
 a Port Jervis park and found an appro-

vised nesting place in Theodore Barber
 at the time of their refusal to allow the ad-
 of a rixes to their nest with the forest
 routine and every branch for years
 the birds of berries at night at 20-mph
 intervals.

HARRY A. SCHULAR
 Port Jervis, N. Y.



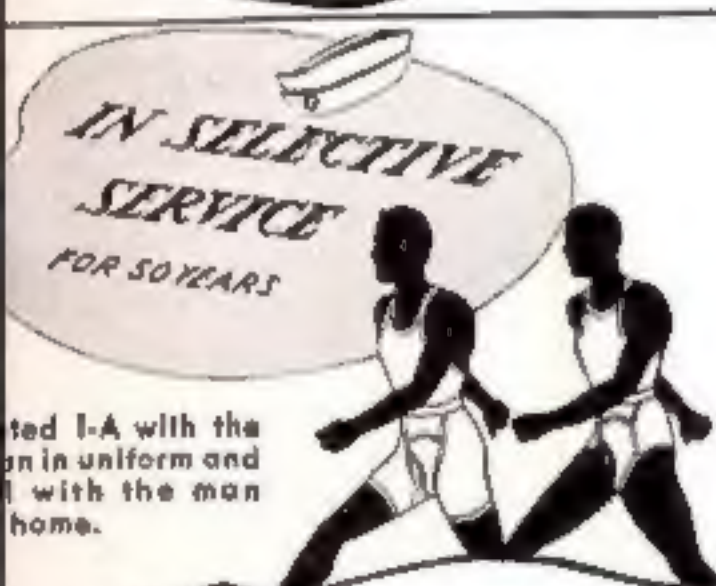
TASTY

Made With
REAL
Root
Juices



Only
NATURAL
FLAVORS

5¢



IN SELECTIVE
SERVICE
FOR SOYBEANS

ted I-A with the
on in uniform and
with the man
home.



UNDERWEAR

One name in underwear
it's a comfort to remember.

U.S. Mark Reg. U.S. Pat. Off. by UTICA KNITTING CO., Utica, N.Y.

BUY WAR
BONDS AND
STAMPS *For Victory*

SUMMER ECZEMA?

Thousands of dogs no longer suffer
in hot weather thanks to Hilo Dip
& Ointment. At pet counters or
send \$3.00 for complete treatment to
Dept. L-1, The Hilo Co., So. Norwalk, Conn.



Hilo DIP and OINTMENT

PICTURES TO THE EDITORS

(continued)

"EAGLE" MOTH

Sirs:

This is a picture of a moth. Not an ordinary moth, but one suffering from, I am sure, delusions of grandeur. It came to rest on top an American flag in the St. Anthony Commercial Club of Minneapolis straight out of its cocoon hanging on a nearby wall. It proudly stretched out its wings, eagle-like, whenever the flag was touched.

DANIEL NOVAK

Minneapolis, Minn.



LAWN, YAWN

Sirs:

This is the container, position and condition in which we found my younger brother, Var, shortly after he had been asked to mow the lawn. There seemed to be no doubt in his mind as to the relative value of the two types of discomfort involved.

BETH MANWARING

Rexburg, Idaho



"STILL SMOKING
THOSE OLD-FASHIONED
CIGARETTES, ADMIRAL?"

*Go modern—
Smoke REGENT!*

MODERN as a PT boat, sir...that's Regent! Not a dated "shortie" like the brand you're smoking, but a streamlined King Sizer that's 20% longer—gives you much more cigarette for your money!

Yes, Admiral, and Regent's taste is refreshingly new—because of two things. Its tobaccos are specially selected for finer flavor...then they're made extra mild by Multiple-Blending—a modern way of blending that only Regent has!

And cast your weather eye at Regent's oval shape, sir! Modern, eh? Right. And Regent's crush-proof box ends the mess of crumpled paper packs...keeps each cigarette firm and fresh. So go modern, Admiral...get Regent...and you'll get more smoking pleasure!

**COSTS NO MORE
THAN OTHER
LEADING BRANDS**



*The only modern cigarette
with ALL the modern features!*

THEY WON'T LET ME WEAR "GROWN-UP"
STOCKINGS...YET I KNOW HOW TO GET
LONGER WEAR!



To Help Guard Stockings, Remember
**PERSPIRATION
IS ACID**
...it Wrecks stockings!

ONLY IVORY SNOW
combines 2 advantages you'll want
in making stockings L-A-S-T

• Making stockings last is doubly important in these days when every patriotic woman is fighting an all-out war on waste. And so, if you'd get longer wear for your stockings—either the sheer new rayons or those so-precious silks—here's a timely word of advice:

Give up careless, improper washing methods. A 2-minute daily sudsing with new Ivory Snow will quickly, thoroughly remove dangerous acid perspiration and other soil, and will help your stockings last and last. Silk stockings, for example, will give you as much as 20% more wear!

Ivory Snow is not a flake, not a powder. It's the *only* soap that combines 2 great washing advantages you'll want. (See right.)

REMEMBER THESE ADVANTAGES—
ONLY IVORY SNOW GIVES BOTH!



1. It's Ivory pure—wonderfully safe for all your fine washables.

2. It's made in tiny, pure-white "snow-drops" that dissolve like a flash in cool water—about 4 times faster than any popular soap in this form.

No wonder Ivory Snow acts surely against acid perspiration, to help stockings L-A-S-T!

TRADEMARK REG. U. S. PAT. OFF. © PROCTOR & GAMBLE

HOW TO GET LONGER LIFE FOR
Colored Undies *Fluffy Woolens*



Avoid hot water that can cause fading... Ivory Snow's cool-water suds help colors of pretty underthings to stay bright and clear.



To help keep sweaters soft and fleecy, wash gently in cool water and Ivory Snow. Avoid hard rubbing, hot water, strong soaps.



RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER! 99% PURE

PICTURES TO THE EDITORS

(continued)

FLOOD STORY

Sirs:

When flood warnings are sent out along the Missouri Valley, farmers move their belongings to the highest place in the house. The enclosed pictures, all showing the river breaking through at the same point on a railroad levee, explain why. In the first photograph the water is seeping

over the tracks which are no longer safe for the sandbag crew to attempt to bolster. Three hours later all roads in the vicinity have been flooded, farmers and rescuers have fled. Finally the next day the Missouri breaks through completely, creating the worst damage in the St. Charles area since the 1903 flood.

CHARLES STEINHEIMER
Chicago, Ill.



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You haven't *tasted* rum until you taste

Ron MERITO



THE PUERTO RICAN MOUNTAIN RUM



The most important part of any rum recipe:

"MAKE IT WITH MERITO"



MOUNTAIN COOLER

Juice of $\frac{1}{2}$ lemon. 1 jigger RON MERITO (Gold Label). Serve in highball glass with ice, and fill with club soda. Stir.



DAIQUIRI

Juice of $\frac{1}{2}$ green lime. $\frac{1}{2}$ teaspoon sugar. 1 jigger RON MERITO (White Label). Shake well in cracked ice.



RUM HIGHBALL

1 jigger RON MERITO (Gold Label). Serve in highball glass with ice. Fill with sparkling water or ginger ale.



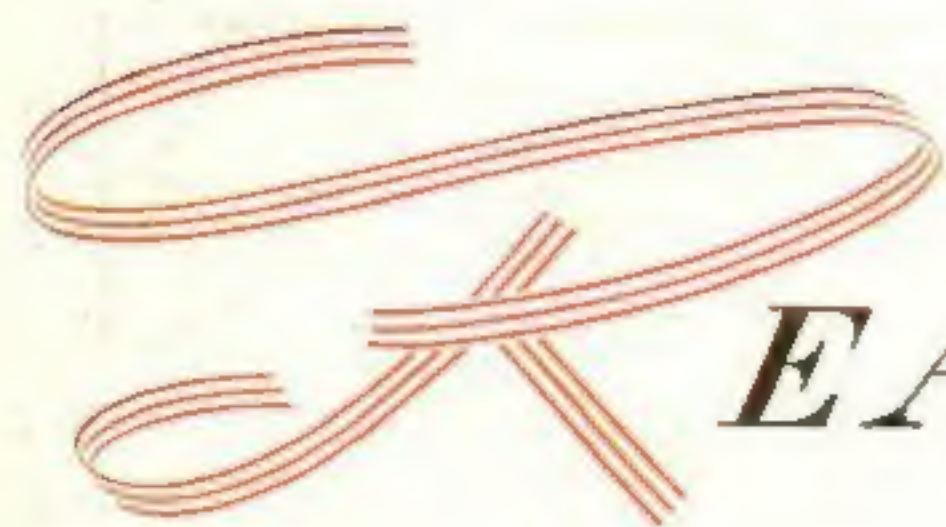
CUBA LIBRE

1 jigger RON MERITO (Gold Label or White Label). Serve in highball glass with ice, and fill with cola drink.

Available in Gold Label and White Label - 86 Proof

For the peak of pleasure in a rum drink—you *must* try RON MERITO, the famous "mountain rum" newly imported from Puerto Rico — already a favorite with folks who take special delight in mixing wonderful rum drinks . . . Here is a combination of rare flavor, exotic fragrance and delicious smoothness you'll not find in any other rum. It's *mountain distilling* that does it! That means—mountain-grown sugar cane . . . crystal clear mountain water . . . and skillful, unhurried, age-old distilling methods, high up in the mountains of Puerto Rico where the climate is ideal for making perfect rum . . . Tonight—try this newest taste sensation from the tropics — RON MERITO, the rum that is sweeping the country!

National Distillers Products Corporation, New York, N. Y.



REALSILK'S Shop-at-Home Service



This is the gasoline you don't have to use when you shop at home with Realsilk.

A specially trained representative will bring our "store" right to your door. Phone number listed in your local directory under Real Silk Hosiery Mills.



This is Realsilk's new Balanced Wardrobe

Created exclusively for Realsilk by a famous New York designer to give you the thrill—the security—and the economy of a really *complete* wardrobe at modest cost. These costumes may be purchased individually but are coordinated for many variations and effects.

From left to right: (1) Your basic tailored suit, with matching slacks. (2) Versatile two-piece print—Blouse to be worn with suit-skirt or slacks in misses' sizes. (3) Your "stand-by" dress, a tailored jersey of 100% virgin wool, can be worn with jacket of basic suit. (4) "Pretty Lady" dress for those special occasions. Choice of various colors in each costume—coordinated.

This is the famous quality hosiery you get from Realsilk.

Now featuring *Realtex Rayon hosiery

*TRADE-MARK



These are the Realsilk Representatives who have gone to war. This opens many territories for high-type men and women, not needed for war production. Write Dept. L-83, Real Silk Hosiery Mills, Inc., Indianapolis, Indiana.

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